Internship Report

on

Recruitment & Selection Process in Bangladesh: A Case Study on Electro Hut Ltd.

Submitted by:

Soumitra Chakrabarty

ID: BBA2103024054

Program: Bachelor of Business Administration (BBA)

Major: Human Resource Management (HRM)

Semester: Summer-2025

Submitted to:

Department of Business Administration

Submitted for the partial fulfilment of the degree of Bachelor of Business Administration (BBA)



Sonargaon University (SU)

147/I, Green Road, Panthapath, Dhaka-1215

Date of Submission: August 30, 2025

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Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU)



Sonargaon University (SU)

147/I, Green Road, Tejgaon, Dhaka-1215

Date of Submission: August 30, 2025

Letter of Transmittal

August 30, 2025

To,

Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU), Dhaka.

Subject: Submission of Report on "Recruitment & Selection Process in Bangladesh: A Case Study on Electro Hut Ltd."

Dear Sir,

With due respect, I am submitting my internship report on the topic titled as "Recruitment & Selection Process in Bangladesh: A Case Study on Electro Hut Ltd." as a part of my BBA program. This is my honour to submit this report of my three months long internship program in Electro Hut Ltd. This report has been prepared to fulfil the requirement of my Internship Program at my assigned organization in Electro Hut Ltd. It has been a great learning experience for me to work in the organization and preparing this report by outmost effort. Hence, this has been obvious for me to conduct similar types of studies in the future.

I genuinely hope that you would enjoy knowing about Electro Hut Ltd. and its recruitment practices besides evaluating the work based on the grading criteria set for this assignment.

I am thankful to you for your guidance, suggestions, and constructive criticisms during the preparation of this report that only motivated me further into excelling.

Sincerely yours,

Soumitra Chakrabarty

ID: BBA2103024054

Major: HRM

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

I, Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU) hereby certify that the Report work entitled as "Recruitment & Selection Process in Bangladesh: A Case Study on Electro Hut Ltd." has been prepared by Soumitra Chakrabarty, ID: BBA2103024054, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfilment for the degree of the Bachelor of Business Administration (BBA) 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 report.

The report is an original work and prepared as a partial requirement of the degree the Bachelor of Business Administration (BBA).

_____

Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

This is Soumitra Chakrabarty, a student of Bachelor of Business Administration (BBA), ID: BBA2103024054 from Sonargaon University (SU) would like to solemnly declare here that this report on "Recruitment & Selection Process in Bangladesh: A Case Study on Electro Hut Ltd." has been authentically prepared by me under supervision of Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University.

To my knowledge, I have not breached any copyright act intentionally. I am further declaring that I did not submit this report anywhere for any degree, diploma, or certificate.

Sincerely yours,

_____

Soumitra Chakrabarty

ID: BBA2103024054

Major: HRM

Semester: Summer-2025

Department of Business Administration

Sonargaon University (SU)

Acknowledgement

First and foremost, I want to express my heartfelt thanks to my supervisor, Md. Rasel Hawlader, Assistant Professor at the Department of Business Administration, Sonargaon University (SU), for his unwavering support and guidance throughout this report. His expertise in Human Resource Management and these insightful feedbacks have been invaluable in helping me complete this case study on the "Recruitment & Selection Process at Electro Hut Ltd."

I would also like to extend my gratitude to all the faculty members of the Department of Business Administration at Sonargaon University. Their continuous support and encouragement have created an environment where learning truly thrives.

A special thank you to Electro Hut Ltd. for graciously providing me with the necessary resources and access to vital information that made this study possible. Their cooperation and transparency have been crucial in helping me gain real-world insights.

Lastly, I want to thank my family, friends, and classmates for their endless encouragement and motivation. Their support has been a constant source of strength and inspiration throughout this journey.

With sincere appreciation,

_____

Soumitra Chakrabarty

BBA2103024054

Major: HRM

Semester: Summer-2025

Department of Business Administration

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Executive Summary

This report, titled “Recruitment & Selection Process in Bangladesh: A Case Study on Electro Hut Ltd.” provides a detailed analysis of the recruitment and selection strategies and practices employed by Electro Hut Ltd, a leading distribution house of Walton in Bangladesh. The primary aim of this study is to explore how Electro Hut Ltd.’s recruitment and selection process aligns with best practices in Human Resource Management (HRM) and contributes to the company’s success. The study was conducted through data collection methods, including interviews with HR personnel, review of organizational documents, and a review of relevant literature on recruitment and selection processes. The analysis focuses on the key steps undertaken by Electro Hut Ltd to attract and retain qualified candidates, including job analysis, advertising, screening, interviewing, and final selection. This report also assesses the effectiveness of these steps and the challenges the organization faces, such as attracting the right talent in a competitive market and ensuring a fair and unbiased selection process. The findings reveal that Electro Hut Ltd.’s recruitment process is strategically aligned with its organizational objectives, helping to enhance employee satisfaction and ensure the recruitment of highly skilled candidates. The company emphasizes transparency, merit-based selection, and ensuring that candidates’ values align with the company’s culture. However, there are opportunities for improvement, such as further digitalization of the hiring process and the integration of advanced assessment tools to streamline candidate evaluation.

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Chapter: One

Introduction

1.1 Introduction

Hiring the right employees is crucial for any company's success, especially for Electro Hut Ltd, a leading distributor of Walton at Narayanganj, one of Bangladesh's top electronics brands. As the company expands, it prioritizes not only hiring skilled professionals but also individuals who align with its culture and values.

Electro Hut Ltd places great importance on recruiting candidates who not only have the necessary skills but also fit well within the company's work environment. This approach is particularly vital in key departments such as R&D, Sales & Distribution Department, Marketing & Branding Department where teamwork, precision and efficiency directly affect performance and customer satisfaction.

This case study examines Electro Hut Ltd.'s recruitment and selection process for operational and managerial roles. It explores how the company attracts and assesses candidates, the challenges it faces in a competitive job market, and how its hiring strategies compare to industry standards. Additionally, it highlights how effective recruitment practices, such as employer branding, help the company attract top talent and strengthen its position in the market.

1.2 Objectives of the Study

The primary purpose of this report is to fulfil the academic requirements for the Human Resource Management course under the BBA program at Sonargaon University. Additionally, it aims to examine the recruitment and selection procedures at Electro Hut Ltd, a prominent player in its industry.

The study's objectives are divided into two categories:

General Objectives

The General objective of this study is to understand the recruitment & selection process at Electro Hut Ltd.

Specific Objectives

The specific objectives of this report are as follows:

- To get a clear understanding of the recruitment & selection process at Electro Hut Ltd.
- To identify what makes the recruitment & selection process effective.
- To explore the challenges, weaknesses, and obstacles in the current process.
- To suggest practical ways to improve the recruitment & selection process at the company.

1.3 Methodology of the Study

To prepare this report on Electro Hut Ltd's recruitment and selection process, I used a mix of research methods. I reviewed internal documents, observed day-to-day operations, and had informal chats with employees to understand how hiring really works. I also looked at publicly available information to get a sense of the company's culture, values, and how recruitment decisions are made.

Data Sources

This report is based on both primary and secondary sources, with a stronger focus on secondary data for a broader perspective. I reviewed internal documents, observed recruitment practices, and spoke with employees for firsthand insights. I also used publicly available sources such as the company's website, HR reports, and industry articles to support and enrich the analysis.

Primary Data

I collected first-hand information through indirect methods, such as:

- Face-to-face discussions with company officers.
- Personal observations during my time at the company.

Secondary Data

- Online articles and research journals.
- Electro Hut Ltd.'s official website.
- Different relevant study reports and publications.
- Local expert materials related to the topic.
- Data Analysis, Classification & Presentation

Instead of formal surveys, I gathered insights through informal talks with employees and reviewing company documents. This helped me get honest and practical information. I also used secondary sources like annual reports to support my findings.

I analysed the data manually, looking for patterns and key themes. By carefully reviewing the information, I was able to present a clear picture of Electro Hut Ltd's recruitment and selection process.

1.4 Limitations of the Study

This report aims to analyse the operations at Electro Hut Ltd, but several limitations impacted its scope. The findings are based on personal observations, interviews, and secondary data, which could introduce some bias, as individuals might focus on the positive aspects of their work and overlook challenges.

Additionally, the study is based on input from a small number of departments and employees, so the conclusions may not apply to the entire organization. Time constraints and company

confidentiality policies also limited access to detailed information, affecting the depth and completeness of the analysis.

Chapter Two: Literature Review

2.1 Literature Review

Hossain and Amin (2022) explored a robust quantitative foundation for advocating digital recruitment in Bangladesh's burgeoning tech sector. Their finding of a 30% higher retention rate is particularly significant, suggesting that social professional networks allow for a better "fit" between the candidate's aspirations and the company's culture, which is crucial for startups where cultural alignment can be as important as skills. This study moves the conversation beyond mere efficiency (faster hiring, broader reach) to effectiveness (quality of hire, long-term retention). However, the study's focus on startups and tech companies, which are inherently more digitally native, may limit the generalizability of its findings to traditional industries like manufacturing or agriculture. Future research could investigate whether similar benefits are realized when traditional manufacturing firms attempt to adopt these platforms, potentially uncovering different challenges related to digital literacy and candidate expectations.

Akter and Hasan (2023) offered a crucial critical perspective on the digital transition, highlighting a often-overlooked consequence: the digital divide. Their research in the banking sector, a mix of traditional and modern practices, serves as an ideal case study. The discussion can be extended to consider the societal and ethical responsibilities of corporations. If e-recruitment becomes the primary gateway to employment, are organizations inadvertently perpetuating socio-economic inequality by excluding capable candidates who lack access to technology or the digital literacy to navigate online portals? This raises questions about whether firms should maintain multi-channel recruitment strategies (e.g., combining online platforms with local outreach) to ensure equitable access to opportunities. This paper effectively argues that technological adoption must be inclusive to be truly effective.

Islam and Rahman (2022) explained that analysis of *ghumanti* is vital for understanding the nuanced reality of the Bangladeshi corporate landscape. Rather than dismissing nepotism as purely corrupt, their work explores its cultural rationale within a collectivist society where familial and regional ties are primary sources of trust. The extended discussion here involves the concept of "particularistic" versus "universalistic" trust. In many developing economies, businesses operate in environments with weak formal institutions (e.g., unreliable contract enforcement); therefore, they rely on particularistic trust (trust in known individuals) to mitigate risk. Hiring a referred individual reduces the perceived risk of dishonesty or disloyalty. The challenge for growing Bangladeshi corporations is to transition from particularistic trust

to institutionalized, universalistic trust built on formal systems and merit-based processes without losing the benefits of organizational loyalty.

Sultana and Karim (2024) revealed fascinating study on physiognomy and astrology which exposes a significant gap between modern HR theory and on-the-ground practice, particularly among SMEs. This can be discussed through the lens of behavioral economics and cognitive biases. When faced with the high-stakes, high-uncertainty decision of choosing a candidate, SME owners may resort to heuristic shortcuts (like a "lucky face") to reduce cognitive load and anxiety. This practice is likely a function of both cultural belief and a lack of access to or faith in more "scientific" selection tools. The implication for HR development in Bangladesh is profound: it suggests that training for SME owners on the tangible benefits of structured interviews or skill-based assessments could yield a significant return on investment in human capital by reducing the noise and bias in their selection decisions.

Khan and Jalil (2023) provided compelling evidence for the strategic role of recruitment. Their case studies illustrate that in high-growth, turbulent sectors like fintech, a company's ability to execute its strategy is directly dependent on its ability to attract the right human capital. This shifts the role of the HR manager from a passive administrator who fills vacancies to an active strategic partner who must anticipate future skill needs, understand the competitive talent landscape, and design compelling campaigns to attract that specific talent. The extended discussion involves the concept of "human resource architecture," where recruitment is tailored to the strategic value of different employee groups. For instance, critical roles that provide a competitive advantage (e.g., core software developers) may warrant expensive headhunting, while more transactional roles may use cost-effective methods like job portals.

Chowdhury (2024) explained framework for Employer Value Proposition (EVP) addresses a critical evolution in the Bangladeshi job market: the shift from an employer-dominated market to a candidate-driven market for high-skilled talent. An effective EVP answers the question, "Why should a top candidate choose us over our competitors?" This paper's discussion can be extended to include the components of a compelling EVP in the local context, which may differ from Western models. For example, while global tech firms might emphasize free food and playful offices, a strong EVP in Bangladesh might leverage promises of rapid promotion, sponsorship for foreign training, or job security—factors highly valued in the local socio-economic context. This underscores the need for culturally resonant employer branding, not just imported "best practices."

Relating to Electro Hut Limited (Walton distributor)

Across these studies, a growth-oriented system for Bangladesh would: (1) start with job analysis for key families (showroom, field sales, warehouse, service); (2) use brief ability and integrity screens; (3) add structured interviews with anchored ratings; (4) include role-specific work-samples or SJTs; (5) provide realistic job previews; (6) design for fairness using justice principles; and (7) monitor validity, subgroup outcomes, and applicant reactions quarterly. This blueprint converts staffing from an administrative process into a measurable driver of revenue, retention, and customer satisfaction.

Chapter Three: Profile of the Organization

3.1 Company Overview

Company Name: Electro Hut Ltd

Established: 2008

Head Office: 64/1 B.B Road, Eastern Bank Bhaban, Narayanganj.

Electro Hut Limited is a premier distribution house of Walton, specializing in the supply of a wide range of high-quality electronic products. Since our inception, we have built a strong reputation as a trusted distributor, offering cutting-edge electronics to meet the volving needs of consumers across Bangladesh.

As an authorized distributor of Walton, we provide a diverse portfolio of electronic items, including:

- Home appliances (refrigerators, air conditioners, washing machines, etc.)
- Consumer electronics (TVs, sound systems, smartphones, and gadgets)
- Kitchen appliances (microwaves, blenders, electric cookers, etc.)
- Computing and office equipment (laptops, printers, UPS systems, etc.)



Figure no.: 01



Figure no.: 02

Commitment:

Electro Hut Motto: “Quality First, Customer Trust”

Electro Hut Limited believes in delivering excellence through:

Quality Assurance: Every product we distribute meets stringent quality standards, ensuring reliability and performance.

Customer-Centric Approach: We prioritize customer satisfaction by offering genuine products, competitive pricing, and exceptional after-sales support.

Innovation & Sustainability: We embrace the latest technological advancements while promoting energy-efficient and eco-friendly solutions.

Why Electro Hut?

- Authorized Walton Distributor – Guaranteed authenticity and warranty coverage.
- Extensive Product Range – A one-stop solution for all electronic needs.
- Dedicated Support Team – Expert guidance and responsive service.
- Transparent & Ethical Business Practices – Building trust through honesty and integrity.

With a vision to be the leading electronics distribution company in Bangladesh, Electro Hut Limited continues to expand its reach, ensuring customers have access to the best technology with unmatched service.

3.2 Company Vision, Mission

Vision of Electro Hut Ltd.

To be the leading electronics distribution company in Bangladesh, recognized for excellence, innovation, and customer trust. We envision a future where every household and business has access to cutting-edge, reliable, and sustainable electronic solutions from Walton, enhancing lifestyles and driving progress. Through a robust distribution network, ethical practices, and a commitment to quality, we aim to empower communities with advanced technology while contributing to a smarter, greener Bangladesh.

The vision is to set industry benchmarks by continuously evolving with market trends, fostering long-term partnerships, and delivering unmatched value to customers, stakeholders, and society at large."

Vision Statement

To be Bangladesh's leading electronics distributor by delivering innovative, high-quality Walton products, ensuring customer satisfaction, and driving sustainable technological advancement nationwide.

Mission of Electro Hut Ltd.

Our mission is to provide high-quality, authentic Walton electronics to customers across Bangladesh through a seamless and efficient distribution network. We are committed to delivering innovative, durable, and energy-efficient products that elevate everyday living. By prioritizing customer satisfaction, competitive pricing, and exceptional after-sales support, we strive to build lasting relationships. Through ethical business practices, a skilled team, and strategic partnerships, we ensure accessibility, affordability, and reliability.

We continuously adapt to technological advancements while promoting sustainability, aiming to enrich lives, support local businesses, and contribute to the nation's digital transformation with integrity and excellence.

Mission Statement

To provide authentic, cutting-edge electronics through a reliable supply chain, exceptional service, and ethical practices, empowering customers with innovative solutions for modern living happy while being responsible toward the environment and the community. We are dedicated to build lasting relationships and creating a positive impact on everyone we work with.

3.3 Objectives of Electro Hut Ltd.

Electro Hut Ltd is focused on excelling in the electric industry through a set of key goals:

Ensure Nationwide Product Accessibility: Expand and strengthen our distribution network to make Walton's high-quality electronic products available to customers across all regions of Bangladesh efficiently and promptly.

Maintain Uncompromising Quality Standards: Distribute only genuine, warranty-backed Walton products while adhering to strict quality checks to guarantee reliability, durability, and customer satisfaction.

Enhance Customer Satisfaction & Loyalty: Provide exceptional pre-sales guidance, competitive pricing, and robust after-sales support to build long-term trust and repeat business.

Promote Innovation & Sustainable Solutions: Introduce and promote energy-efficient, eco-friendly, and technologically advanced electronics to meet evolving consumer demands while supporting environmental sustainability.

Foster Ethical & Transparent Business Practices: Uphold integrity, fairness, and accountability in all transactions, ensuring trust among customers, suppliers, and stakeholders.

Achieve Market Leadership in Electronics Distribution: Continuously expand market share, brand influence, and service excellence to establish Electro Hut Limited as the top distributor of Walton products in Bangladesh.

3.4 Electro Hut Clients

Business to Business: Local business organizations and institutions for example: Restaurants, Garments, Agencies,

Business to Customers: This includes the retail operation in Narayanganj.



Figure no.: 03



Figure no.: 04

3.5 Board of Directors

Managing Director & CEO: Sankar Chakrabarty

Director: Sanjit Kumar Saha

Executive Director: Md. Masud Ahmed

3.6 Product Category

Electro Hut has a variety of home appliance electronic products of Walton

Refrigerator:



Figure no.: 05

Television:



Figure no.: 06

Air Conditioner:



Figure no.: 07

Home Appliances:



Figure no.: 08

3.7 SWOT Analysis



Figure no.: 09

SWOT analysis is a simple but structured way to organize what an organization does well and poorly (strengths, weaknesses) alongside external conditions it can exploit or must guard against (opportunities, threats), so leaders can turn a complex situation into a few evidence-based strategic options. Research shows it is widely used across sectors and works best when fed by data, linked to action via the TOWS logic, and when needed, augmented with weighting methods like S'WOT to prioritize choices.

Strengths

- Authorized Walton Distributor: Exclusive access to genuine, high-quality Walton products with warranty assurance.
- Wide Product Portfolio: Comprehensive range of electronics (home appliances, gadgets, IT equipment, etc.) under one roof.
- Strong Distribution Network: Efficient supply chain ensuring nationwide availability and timely deliveries.
- Customer Trust & Brand Reputation: Known for reliability, ethical business practices, and excellent after-sales service.
- Competitive Pricing & Promotions: Attractive pricing strategies and offers to attract and retain customers.

Weaknesses

- Dependence on Walton Brand: Limited product diversification beyond Walton's offerings.
- High Competition: Facing rivalry from other electronics distributors and retailers.
- Operational Costs: Maintaining a vast supply chain and after-sales service may increase expenses.
- Limited In-House R&D: Reliance on Walton for product innovation rather than independent development.
- Market Penetration in Rural Areas: Challenges in reaching remote customers due to logistical constraints.
- Lack of Professional Degree Holders: The absence of employees with professional degrees in key areas may limit the company's ability to innovate or handle complex challenges effectively.
- No Special Training Programs: There are no dedicated training programs for employees to enhance their skills, which may impact long-term development.

Opportunities

- Growing Demand for Electronics: Rising middle-class population and digital adoption in Bangladesh.

- Expansion of E-Commerce: Online sales growth can boost market reach beyond physical stores.
- Energy-Efficient & Smart Appliances: Increasing consumer preference for eco-friendly and IoT-enabled devices.
- Corporate & Bulk Sales: Potential in B2B segments like offices, hotels, and educational institutions.
- Strategic Partnerships: Collaborations with banks (EMI options) and real estate firms (home appliance bundles).

Threats

- Intense Competition: The market is full of competitors, and staying ahead means constantly innovating and delivering top-notch products.
- Price Competition: Unauthorized sellers and grab market products offering lower prices.
- Economic Instability: Inflation, currency fluctuations, and reduced consumer spending power.
- Supply Chain Disruptions: Dependence on imports and local logistics challenges.
- Counterfeit Products: Risk of fake Walton products damaging brand reputation.
- Technological Obsolescence: Rapid advancements may make existing inventory outdated quickly.

Chapter Four: Internship Responsibilities

4.1 Internship Responsibilities

During my internship at the Human Resource Management (HRM) department of Electro Hut Ltd, I had the opportunity to get directly involved in one of the most important functions of HR: Recruitment and Selection.

From writing job posts to helping onboard new hires, I was able to participate in almost every step of the hiring process. This hands-on experience not only improved my understanding of how a company attracts and evaluates talent, but also helped me develop key skills like communication, coordination, and decision-making.

Making Appointment Letters: One of my first tasks at Electro Hut Ltd was preparing appointment letters for new hires. With guidance from my supervisor, I entered key details about the employee and their role. It was a great way to learn about the hiring process first-hand.

Updating Employee Attendance: I updated employee attendance data from June to August using Excel. I tracked late entries and calculated leave deductions as per company policy (one earned leave deducted for being late three days in a row).

Organizing Personal Files: I sorted employee files alphabetically and made sure each file included important documents like academic certificates, photos, and NIDs. Files of top management were kept confidential.

Assisting in Recruitment & Selection: During my internship at Electro Hut Ltd, I supported the hiring process for a Sales Officer. I helped review CVs, shortlist candidates, schedule interviews, and contact applicants. After the interviews, I helped summarize the results and draft the offer letter. It was a great hands-on experience that gave me real insight into HR work.

Onboarding and Orientation: During my internship at Electro Hut Ltd, I helped new employees feel welcome and prepared on their first day. I assisted in creating welcome kits, organizing orientation sessions, and walking them through company policies, benefits, and procedures. It was a great experience helping new hires settle in smoothly.

Scheduling Meetings & Interview Coordination: As part of my internship at Electro Hut Ltd, I helped schedule meetings and coordinate interview sessions, making sure everyone was informed and available. I also assisted in preparing comparison sheets to evaluate candidates fairly based on their qualifications and interview performance, which helped the HR team make clear, informed decisions.

Chapter Five: Analysis of the Study

5.1 Sources of Recruitment of Electro Hut Ltd.

Recruitment sources refer to the various methods organizations use to attract potential candidates to apply for open positions. Choosing the right source can directly affect the quality and fit of candidates a company attracts. That's why it's important for organizations to understand and use recruitment sources effectively.

The sources of recruitment can be divided into two group:

Internal Sources (Hiring People Who Already Know the Company)

These are ways a company fills job openings by choosing people who are already connected to the organization either working there now or have in the past.

I. Current Employees

Sometimes the right person for the job is already on the team Companies often promote or transfer existing employees into new positions. Since they already understand the company's values, culture, and how things work, this moves saves time and makes for a smooth transition.

II. Retired or Former Employees

If someone performed well in the past, the company might rehire them or bring them back for a temporary role. They already have the experience, so there's less need for training, and they can start adding value right away.

III. Previous Applicants

These are people who applied before but didn't get the job at that time. If a new role opens up that suits their skills, the company might contact them again they've already shown interest and gone through part of the process.

External Sources (Bringing in Fresh Talent from Outside)

These are ways companies find new people who haven't worked with them before, bringing in fresh ideas and perspectives.

I. Job Advertisements

Companies post job openings in newspapers, magazines, websites, or on social media. This helps them reach a large and diverse group of job seekers.

II. Job Portals & Company Websites

Popular platforms like LinkedIn, Bdjobs, indeed, and company career pages list available positions. People can easily search and apply directly online fast and simple.

III. Job Fairs & Exhibitions

At these events, companies set up booths and connect with job seekers face-to-face. It's a great chance to meet many candidates at once, have real conversations, and collect resumes on the spot

IV. Campus Recruitment

Companies visit colleges and universities to hire fresh graduates. This is a great way to bring in young talent full of new ideas, energy, and up-to-date knowledge.

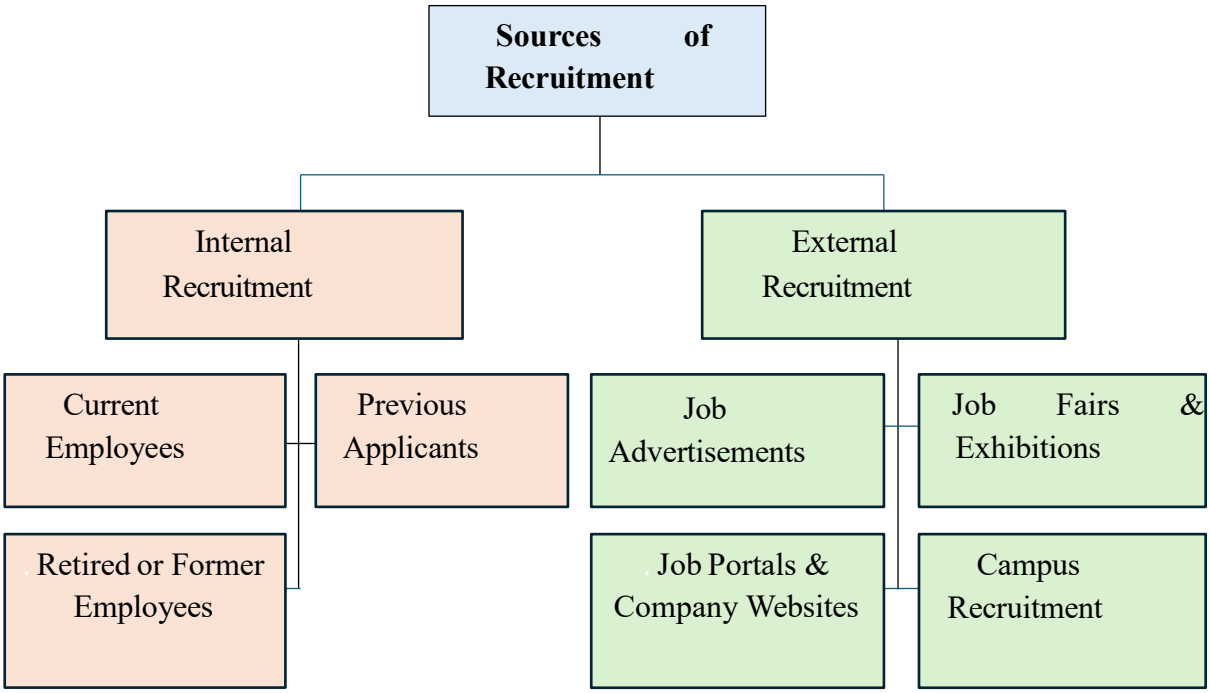


Figure no.: 10

Example of job Circular in Electro Hut Ltd

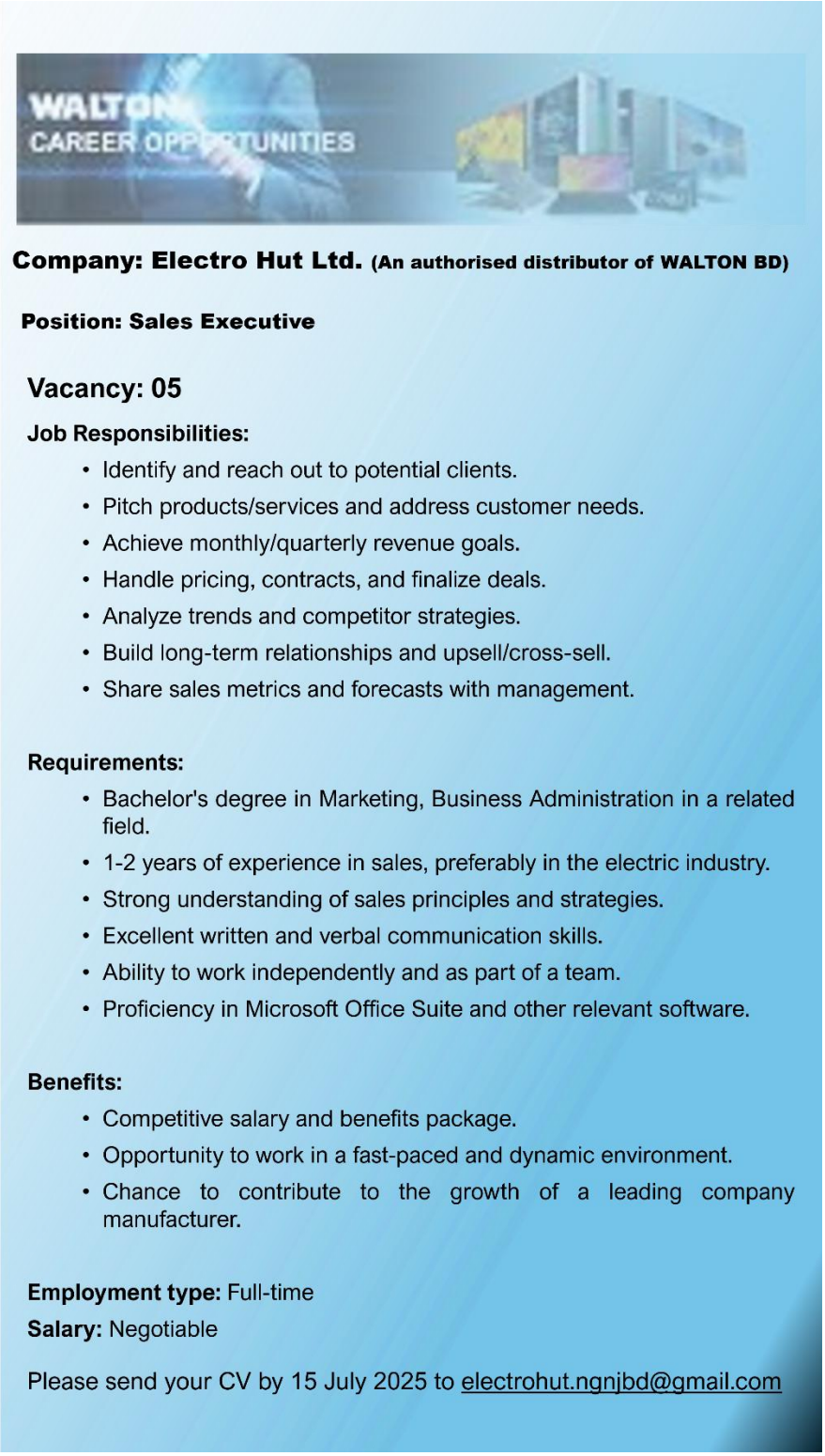


Figure no.: 11

5.2 Recruitment & Selection Process of Electro Hut Ltd.

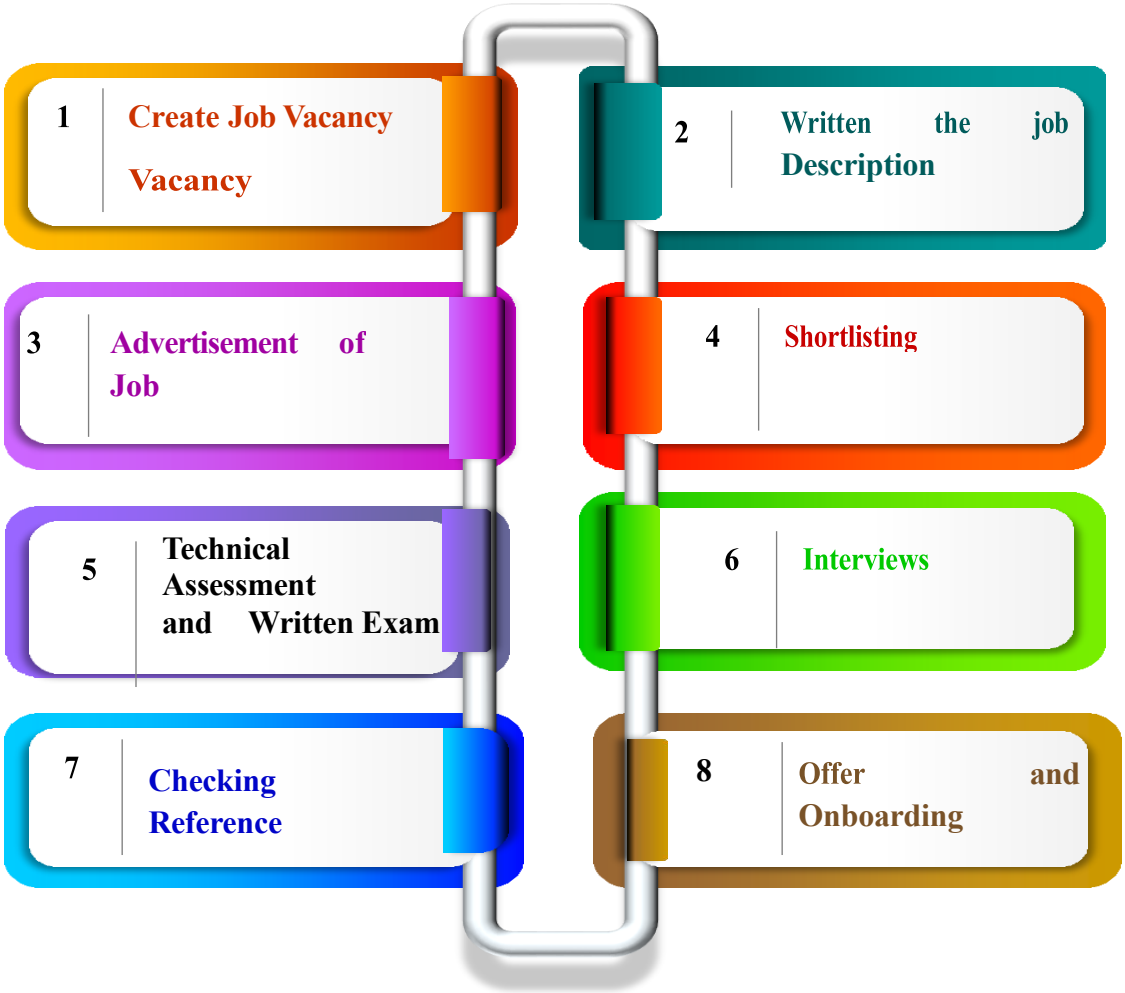


Figure no.: 12

Create Job Vacancy

The recruitment journey begins when we realize there's a need for a new team member. This could be because someone has left, we're expanding, or a new role has been created. Once the need is clear, we officially open a job vacancy and prepare to find the right person for the role.

Write the Job Description

Once the vacancy is confirmed, we carefully write a job description that clearly explains what the role is about. It includes the main responsibilities, required skills, experience, and the type of person we're looking for. This helps potential candidates understand what's expected and decide if the role is the right fit for them.

Advertisement of Job Vacancies

After the job description is ready, we spread the word! We post the vacancy on bd jobs website, and the company's official website making sure it reaches the right people who might be a perfect match.

Shortlisting Candidates

Once applications start coming in, we carefully review each one to see who fits the job best. We look at qualifications, experience, and how well each candidate matches what we're looking for. The best-fit candidates are then shortlisted to move on to the next stage.

Technical Assessment (If needed) and Written Exam

For specific roles, we require candidates to take both a written exam and a technical assessment.

Written Exam: This usually tests general skills like reasoning, problem-solving, or knowledge relevant to the role. It helps us understand how well candidates can think through challenges and communicate their ideas clearly.

Technical Assessment (If needed): This focuses on the candidate's expertise in specific tasks required for the job. Whether it's coding, design, or any other technical skill, this test evaluates how well candidates can perform the job's hands-on tasks.

Interview

After shortlisting candidates and reviewing their test results, we invite them for an interview. This is our chance to get to know them better understanding their skills, experience, and personality. We also assess how well they'll fit within the team and company culture. The interview can be a casual conversation or a more formal discussion, depending on the role.

Checking References

Before making a final decision, we reach out to the candidate's references typically previous employers or colleagues. This helps us confirm the candidate's work history, performance, and how they've contributed to previous teams. It gives us additional insight into their reliability, work ethic, and how they might fit into our team.

Offer and Onboarding

Once we've found the perfect candidate, we extend a job offer. If they accept, we send overan official appointment letter and prepare for the next steps. Our onboarding process helps the new hire settle in this includes introducing them to the team, providing necessary training, and helping them understand our company culture. We want to make sure they feel welcomed and ready to succeed in their new role.

5.3 Factors of Recruitment in Electro Hut Ltd.

Organizational Policy and Culture

Electro Hut's strong emphasis on hiring individuals who align with its culture and values is a primary internal driver. The recruitment process is designed to assess not just skills but also cultural fit, especially for roles in critical departments like Sales and Marketing.

Company Size and Growth Stage

As a growing company expanding its operations, Electro Hut frequently experiences a need to fill new positions, making recruitment a continuous and prioritized activity.

Image of the Organization (Employer Branding)

Electro Hut's reputation as a "premier distributor" of a leading brand like Walton is a significant asset. A positive market image helps attract a larger and higher-quality pool of candidates who want to be associated with a reputable and stable company.

Supply and Demand of Labor (External Market Conditions)

In Bangladesh's competitive job market, the availability of skilled professionals (especially in sales and marketing) directly impacts recruitment. A scarcity of talent forces Electro Hut to offer more attractive packages and streamline its hiring process to secure candidates quickly.

Competitor Practices

The strategies employed by other electronics distributors and retailers serve as a benchmark. To remain competitive, Electro Hut must ensure its recruitment process, employer value proposition (EVP), and benefits are at least on par with, if not better than, its rivals.

Technological Adoption

The company's use of online job portals (Bdjobs), its website, and email for communication indicates a reliance on technology to increase the reach and efficiency of its recruitment efforts. This modern approach is essential to attract a tech-savvy applicant pool.

Legal and Socio-Cultural Environment

Recruitment practices must comply with Bangladeshi labor laws regarding non-discrimination, contracts, and wages.

Chapter Six: Findings

6.1 Findings

A Balanced Mix of Recruitment Sources

The analysis shows that Electro Hut Ltd. applies a balanced mix of internal and external recruitment sources. Internally, promotion, transfer, and rehiring of experienced or retired staff remain cost-effective approaches that also support retention and motivation. Reliance on previous applicants demonstrates the company's intent to build a long-term talent pool, ensuring efficient hiring when new roles emerge. Externally, Electro Hut uses multiple channels: job advertisements in online platforms (e.g., Bdjobs, LinkedIn, company website), campus recruitment for fresh graduates, and participation in job fairs and exhibitions. These practices reflect a clear attempt to tap into diverse labor pools—ranging from young talent with modern skills to experienced professionals familiar with Bangladesh's electronics market. However, the findings suggest that external sources are more frequently emphasized because of the company's expansion needs and the competitive nature of sales and distribution roles. This broad sourcing strategy strengthens Electro Hut's capacity to attract qualified candidates while maintaining flexibility to fill urgent vacancies.

Process Aligned with the Bangladesh Labor Law

Electro Hut's recruitment process is structured and sequential, reflecting both global best practices and adaptation to the Bangladeshi labor market. The process begins with identification of vacancies and creation of job descriptions, which ensures clarity of roles and expectations. Vacancies are then advertised primarily through online portals and company media, which expands the reach of applications. The shortlisting phase demonstrates a focus on aligning candidate qualifications with job specifications, while technical and written assessments (where required) introduce an objective evaluation element. The interview stage allows assessment of cultural fit, interpersonal skills, and professional attitude. Importantly, reference checks are consistently performed to validate prior work experience, reducing risks of mis-hiring. Finally, the offer and onboarding stages highlight a strong commitment to integrating employees into organizational culture, with structured orientation and training. Overall, the process reflects an attempt to balance efficiency, fairness, and strategic alignment, though it remains heavily reliant on traditional screening methods rather than data-driven or technology-assisted assessments.

Value-driven Recruitment and Selection

The findings indicate that both internal and external factors shape recruitment outcomes at Electro Hut. Internally, the company emphasizes alignment with organizational culture and values, especially in sales and marketing, where customer-facing interactions represent the company's brand. Its growth stage as an expanding distributor drives constant hiring needs, making recruitment a high-priority activity. Externally, employer branding as Walton's premier

distributor strengthens its attractiveness to applicants, offering stability and prestige. Yet, labor market supply-demand imbalances, especially in skilled sales personnel, pose challenges that force the company to remain competitive in salary and benefits. Electro Hut's adoption of technological solutions (job portals, websites, digital communication) enhances recruitment reach, though more advanced tools such as AI-driven assessments remain underutilized. Furthermore, competitor practices create constant pressure to maintain appealing recruitment strategies, while legal and socio-cultural factors in Bangladesh require compliance with labor law and sensitivity to workplace diversity. These combined factors highlight the company's adaptive approach to securing talent while navigating structural constraints in the Bangladeshi market.

Overall Findings

Electro Hut's recruitment and selection system is systematic, multi-sourced, and culturally embedded, enabling it to fill roles efficiently while supporting organizational growth. Its reliance on both internal continuity and external diversity allows the company to remain flexible, while structured processes and reference checks ensure fairness and reliability. However, the findings also suggest that greater use of advanced technologies, competency mapping, and data-driven tools could enhance predictive accuracy and reduce costs over time. In Bangladesh's fast-evolving electronics distribution sector, sustaining competitive advantage will require continuous refinement of recruitment practices in line with labor market trends, employer branding, and organizational strategy.

Chapter Seven: Recommendations and Conclusion

7.1 Recommendations

Strengthen Employer Branding for Competitive Advantage

Electro Hut's reputation as Walton's premier distributor is already a strategic asset, but findings show employer branding could be developed further to differentiate it from other electronics distributors in Bangladesh. To achieve this:

- Promote career pathways (e.g., showroom executive → territory sales manager → regional head) in job postings and campus talks. This signals long-term growth potential.
- Highlight success stories of employees who advanced within the company, showcasing upward mobility and job security.
- Build a digital employer brand using social media platforms like Facebook, LinkedIn, and Instagram to target younger applicants. Research on Bangladeshi banks and retail firms shows that strong brand visibility directly influences candidate attraction and acceptance.

Expected outcome: A stronger employer brand will attract higher-quality candidates, shorten time-to-hire, and improve candidate fit.

Expand Campus and Early-Career Recruitment

Findings indicate that Electro Hut uses campus recruitment but not at a systematic scale. As demand for digitally skilled and customer-oriented employees grows, developing structured partnerships with universities and polytechnic institutes is essential.

- Sign MoUs with top universities (e.g., Dhaka University, BRAC University, BUET for technical roles, and private polytechnics for mid-level sales).
- Offer internships, trainee programs, and workshops that double as pipelines for entry-level recruitment.
- Introduce competency-based evaluations for graduates, such as role-play sales scenarios or problem-solving tasks relevant to distribution.

Expected outcome: A steady pipeline of fresh talent, lower recruitment costs, and a culture of innovation fueled by young employees.

Introduce Competency Mapping and Structured Assessments

The current process emphasizes job descriptions and basic technical/written tests, but lacks deeper competency-based assessment. To improve predictive validity:

- Develop a competency framework for critical roles (sales, warehouse, logistics, marketing). For example, sales roles may require customer orientation, persuasion, resilience, and numeric accuracy.

- Use structured interviews with behavioral anchors to ensure fairness and comparability across branches.
- Design work-sample tests or situational judgment tests (SJTs) that reflect real distribution challenges (e.g., solving a stock-out at a retail counter, handling warranty disputes, optimizing delivery routes).

Expected outcome: Better alignment between candidate capabilities and job requirements, reducing turnover and boosting early performance.

6.4 Adopt Technology-Enabled Recruitment (E-HRM and AI Tools)

Findings show Electro Hut uses Bdjobs and its own website but has yet to leverage advanced technologies. Given the company's scale and continuous hiring needs:

- Invest in an Applicant Tracking System (ATS) to centralize job postings, automate shortlisting, and maintain a talent database.
- Pilot AI-driven CV parsing and pre-employment screening to reduce manual workload and minimize bias in first-stage filtering.
- Use gamified online assessments for reasoning and customer-service skills, which studies show improve candidate engagement without compromising validity.
- Explore asynchronous video interviews (AVI) for initial screening in rural areas, saving travel costs and time.

Expected outcome: Faster recruitment cycle, reduced administrative costs, improved candidate experience, and better alignment with Bangladesh's increasingly digital labor market.

Enhance Reference Checking and Background Verification

Currently, Electro Hut verifies references before making offers. To strengthen this step:

- Use standardized reference-check templates that assess reliability, performance, and ethical behavior in measurable terms.
- For roles handling cash or inventory, include third-party verification of criminal records, credit history, and previous employment, in line with Bangladeshi labor law.
- Create a database of trusted past employees and applicants for quick rehiring in case of urgent vacancies.

Expected outcome: Reduced risk of fraud, shrinkage, or performance issues in sensitive roles, enhancing organizational integrity.

Improve Onboarding and Early Retention Strategies

Onboarding is currently focused on introductions and basic training, but findings show a need for more structured early retention practices:

- Implement a 30-60-90 day onboarding plan, including role-specific training modules, mentorship, and performance checkpoints.
- Provide realistic job previews (RJPs) before final acceptance so candidates know the actual challenges (e.g., festival sales pressure, extended travel).
- Track first-90-day turnover as a KPI for recruitment quality.

Expected outcome: Faster ramp-up, higher employee engagement, and lower early attrition, which directly improves productivity and reduces recruitment costs.

Align Recruitment with Growth Strategy

Electro Hut's continuous expansion requires forward-looking workforce planning:

- Establish a quarterly workforce forecast based on new store openings, sales growth targets, and seasonal peaks.
- Align recruitment campaigns with policy windows in Bangladesh's labor market (e.g., after public service exam cycles when more candidates pivot to private jobs).
- Benchmark compensation and EVP (Employee Value Proposition) against competitors like Singer, LG, and Samsung distributors to remain attractive.

Expected outcome: Recruitment becomes a strategic enabler rather than a reactive process, ensuring talent availability ahead of expansion needs.

Ensure Legal Compliance and Diversity

Bangladesh's labor law requires compliance with equal opportunity, wage standards, and worker rights. To strengthen this:

- Develop a diversity and inclusion policy, particularly for women in sales and management roles, since evidence shows female participation improves customer engagement.
- Standardize employment contracts and ensure they comply with all statutory obligations (wages, benefits, working hours).
- Provide training for HR staff on labor compliance and cultural sensitivity.

Expected outcome: A legally sound recruitment process that builds trust, minimizes disputes, and strengthens Electro Hut's reputation as a fair employer.

Summary of Recommendations

To ensure recruitment and selection contribute directly to company growth in Bangladesh, Electro Hut should:

1. Leverage its employer brand to attract high-quality candidates.
2. Build a structured campus and early-career pipeline.
3. Implement competency-based and structured assessments for critical roles.
4. Adopt technology and AI to enhance efficiency and reach.
5. Strengthen reference and verification systems for reliability.
6. Improve onboarding and early retention to secure productivity.
7. Align hiring with growth forecasts and labor-market trends.
8. Embed legal compliance and diversity in HR practices.

Together, these measures will transform Electro Hut's recruitment process into a strategic driver of sustainable growth, ensuring the company not only fills vacancies but also builds a resilient, high-performing workforce across Bangladesh.

7.2 Conclusion

This study shows that recruitment and selection processes vary a lot between small and large organizations. In smaller firms, hiring can be more informal and influenced by personal connections, while in larger companies, the process is more structured but also more time-consuming. The study highlights the need for a clear and well-structured recruitment and selection policy. When HR teams follow proper guidelines, it leads to better hiring decisions and long-term benefits for the company. One key finding is that many large firms prefer to hire internally rather than bringing in new people from outside, as they trust their existing staff more. However, this approach can limit the potential for fresh talent. Another issue is that line managers often end up handling the training of new hires, which can become overwhelming, especially if HR doesn't support them properly. Overall, the HR department plays a much bigger role than just handling payroll they are central to building a strong team. This study aimed to provide insights into how these processes can be improved for better performance and growth, and end of this study, it is to conclude that recruitment and selection should always align with company policies to ensure the best outcomes.

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