

Automated Recruitment Process at Shopfront Limited



submitted to

Islamic University of Technology

in partial fulfillment of the requirements for the degree of
BBA in Business and Technology Management (BTM)

submitted by:

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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Internship Report

On

Automated Recruitment Process at Shopfront Limited

An internship report submitted to the Department of Business and Technology Management in partial fulfillment of the requirements for the degree of BBA in Business and Technology Management

By

Nishat Shalsabil Mim

ID: 170061030



Department of Business and Technology Management
Islamic University of Technology
April, 2022

Shopfront Limited

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LETTER OF TRANSMITTAL

Date: 20 April, 2022

Shobnom Munira
Assistant Professor
Business and Technology Management
Islamic University of Technology

Subject: Submission of Internship Report.

Respected Sir,

I hereby submit the Internship report titled “Automated Recruitment Process at Shopfront Limited” which is a part of the internship program. Working under your direct supervision was a significant personal accomplishment for me.

The following report is my best effort to portray the current state of our firm and to reflect on my own personal observation while working for the organization. The chance to work at Shopfront Limited has provided a door to a world of possibilities for learning about the company's field operations and personal development. It was an honor to work there and to meet the deadlines under your direction. I will be ready for any clarification if necessary.

I will be highly obliged if you kindly accept this report any provide me with any kind of expert judgement or feedback you may have. If you consider this study helpful or beneficial in any way, it would be a big success for me.

Sincerely Yours

.....

Nishat Shalsabil Mim
ID: 170061030
Business and Technology Management
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ACKNOWLEDGEMENT

There are various persons who have made significant contributions and provided unending assistance in order for this report to be produced. Many people have helped me in the creation of this report, and I am grateful for their assistance. Each of them has kindly provided insightful remarks, useful recommendations, and contributions, all of which have contributed to the overall improvement in the overall content of this paper.

As a first step, I would want to express my appreciation to Almighty Allah for providing me with the capacity, endurance, and strength to carry out my responsibilities as an intern at ShopUp, which will serve as the primary focus of this document. After that, I'd like to express my gratitude to my honorable internship Advisor, Assistant Professor Shobnom Munira ma'am, for his consistent and unwavering supervision and advice during the overall process. For his unwavering support and advice throughout the internship, I am especially grateful to Dibyendu Das Sourav, Senior HR Business Partner for his assistance.

For this, I am thankful to the whole BTM department, which worked tirelessly to ensure that the internship experience was productive for me and my peers. They were the ones who made sure that the merging of theoretical aspects and first-hand company experience was as seamless as possible.

My thanks go out to my family, who have been instrumental in helping me stay strong during this entire process. Last but not least, I am thankful to my coworkers for their useful comments and guidance, as well as for being an inspiration to me throughout the year. I should add emphasize the welcoming and supportive environment, which assisted me in dealing with a variety of issues.

EXECUTIVE SUMMARY

The paper is an effort to summarize a three-month internship program meant to provide me with actual industry experience in a professional context. The report contains the specifics of my work as a Human Resources Intern at Shopfront Limited. The internship provided me with valuable insight into the day-to-day operations of a Human Resource department. This presented me with both the chance to watch first-hand the development, potential, and evolution of the startup business in Bangladesh as it operates and develops. Aside from that, the experience enhanced my knowledge of working in a professional environment, which not only benefited my professional development but also assisted me in achieving self-discipline. This has unquestionably had a significant impact on my future professional goals. It assisted me in recognizing areas in which I have the opportunity to develop, educate, and engage.

Shopfront Limited is the leading startup in Bangladesh. They began operations in 2016, and have been in business ever since. Despite the fact that the company is divided across various operational divisions, the site presently has approximately 95,000 small and micro enterprises registered on it.

Among my many other job responsibilities at the organization, I've spent time in the Human Resources and Administration department, where I've reviewed the overall operations that are now in use at the department. There are a number of benchmarks that the organization employs, and these play an important part in inspiring the workforce. Employee welfare fund management, selective recruiting, conscience and successful teams, and security of employees are just a few of the greatest practices I've noticed at the organization, to name a few. It has been a significant amount of time since the organization has been successful in implementing best business practices and keeping a pleasant working environment.

Furthermore, the study examines the general processes used to run the organization and guarantee smooth and seamless human resource management operations. While many areas demand attention from the administrations, there are a few that require immediate attention. The final conclusion of the internship is discussed in further depth in the next section of the document.

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List of Acronyms

ShopUp – Shopfront Ltd.

NMV – Net Market Value

B2B – Business to Business

B2C – Business to Consumer

Chapter-1: INTRODUCTION

This study is a requirement for my 8th semester internship course, Internship 4800. The purpose of this paper is to provide my analysis on my three months of working experience in a business culture. As a final semester student in the Business and Technology Department, I am required to do a three-month internship for nine credit points. As part of this course, I conducted a three-month internship in the Human Resources Department of Shopfront Limited in preparation for graduation in this subject. This program aided us in integrating academic information into a real work setting, hence improving the students' performance and reliability.

Shopfront Limited is one of the biggest e-commerce firms in Bangladesh, with a vision to empower millions of micro-entrepreneurs to reach excellence and expand their businesses. Shopfront Limited (Shopfront Limited, 2020) is a commercial enterprise. ShopUp was founded with the goal of bringing about a revolutionary transformation in the Bangladeshi e-commerce business by giving the industry stakeholders access to financing as well as a variety of services that were specifically developed for the stakeholders. In 2016, ShopUp began its adventure, which is rapidly increasing in terms of both revenue and personnel count. Despite being a startup, it has a well-functioning human resource department that is always seeking to improve the organization's human resource policies. The corporation is extending its activities in order to increase income and provide a great workplace environment for its employees.

My supervisor was Dibyendu Das Sourov, Senior Human Resource Business Partner during my internship tenure. He clearly did the mentorship part accurately; he has personally taught me many things about the HR department along with that he always had a weekly meeting with me regarding my progress. Additionally, this training assisted us much in gaining an understanding of an organization's operational environment. In everyday life, we put our theoretical concepts to use. Theoretical information is only useful if it is used in real life, and for this purpose, this internship program helped a lot.

The report will concentrate on the business units within the organization where I interned, my tasks and obligations as an intern, and an assessment of the lessons learned during the process. The program benefited me in several ways. Through this internship I got to know about the startup ecosystem and how a startup company operates. I believe that this learning will help me a lot in my upcoming career.

Chapter-2: COMPANY OVERVIEW

The purpose of this chapter is to stress the previous history of the firm which is presently under research, a brief explanation of the service they deliver, the operating units, market presence, and their effectiveness in both locally and globally markets.

2.1 Startup History:

Founded by Afeef Zubair Zaman in 2016, ShopUp began its adventure in the same year. He was joined by Ataur Rahim, Siam Ahmed, and subsequently Sifat Sarwar, who all contributed to the development of the ShopUp idea. These are the individuals who were successful in enabling ShopUp in our e-commerce business. ShopUp has had great development since its inception in 2016, and it continues to expand at a rapid pace. Considering that it is a startup firm, in the earlier stage ShopUp makes a significant contribution to the ecommerce sector by giving Facebook online merchants a platform that allows them to operate their businesses efficiently.

Now with different verticals ShopUp is offering different services to the mass of people. Starting from biggest logistics to the largest business to business platform, ShopUp's vertical Mokam has a significant presence in more than 50 districts in Bangladesh. Aiming to get the Series C funding, ShopUp is working towards building history in Bangladesh.

2.2 Overview of the Company:

Shopfront Limited is one of the biggest e-commerce firms in Bangladesh, with a vision to empower millions of micro-entrepreneurs to reach excellence and expand their businesses. Shopfront Limited (Shopfront Limited, 2020) is a commercial enterprise. ShopUp was founded with the goal of bringing about a revolutionary transformation in the Bangladeshi e-commerce business by giving the industry stakeholders access to financing as well as a variety of services that were specifically developed for the stakeholders.

ShopUp has seen tremendous success in the market since its launch in 2016, and it is continuing to expand at a steady pace. ShopUp is a new entrant towards the e-commerce sector, but it already has a significant impact by providing a platform for Facebook-based online shops. ShopUp, a full-stack small company B2B commerce network provides small businesses with easy access to B2B procurement, fulfillment, online credit, and business management products. Founded in Bangladesh, ShopUp aims to digitize millions of neighborhood stores and has generated a total of \$75 million in the country's largest set of fundraising rounds. ShopUp subsequently bought

'Voonik,' an Indian e-commerce website based in Bengaluru, and established a presence there in 2020. Funding for ShopUp has come from Sequoia Capital and Omidyar Network, among other investors.

ShopUp was the first to open and became prominent in the f-commerce market. RedX delivery is currently widely regarded as the most reliable delivery service provider in Bangladesh, additionally, Unicorn Distribution is performing admirably in its Distribution operation.

Website link: <https://shopup.com.bd/>



Figure 1: Logo of ShopFront Limited

2.3 Mission and Vision of the Company:

The mission and vision statements articulate the company's future aspirations, defining a unified direction for the new brand and serving as a foundation for all of the company's strategy implementation.

Mission:

ShopUp's overarching missions are as follows:

- Efforts to support micro-entrepreneurs to develop more quickly and profitably
- The goal is to keep it simple for entrepreneurs to have access to a diverse variety of services.
- To provide a connection between large, multinational corporations and small, family-owned businesses.
- To serve as a better distribution platform for large, multinational corporations.
- To have a significant beneficial influence on the economy via the empowerment and financing of young people.

In addition to general missions, it has shared missions within different functions and groups for the accomplishment of the general missions, which are listed above.

Vision:

Aiming to upgrade the e-commerce company and aid merchants in building a coordinated life, ShopUp was founded. Small companies have historically been the backbone of our economy, and ShopUp not only helps micro-entrepreneurs to build their firms but also generates considerable growth. Undoubtedly, their efforts would have a favorable effect on the development of Bangladesh. Even though ShopUp doesn't have a publicly proclaimed vision statement, the company does have an augmented internal vision that is communicated with the employees in order for them to feel more attached to it. Although ShopUp has a high intrinsic value and is passionate about helping micro-entrepreneurs navigate a broad variety of complexities in their daily operations, it has the most straightforward ambition of becoming a "Unicorn". A unicorn is a privately owned startup with a market capitalization of more than \$1 billion.

2.4 Shared Values at ShopUp:

Co-founders, upper management, and all ShopUp workers place a larger priority on the organization's shared principles than they did when the company was founded. Values here are:

1. Merchant First
2. Think 10x.
3. Pace over perfection
4. Own your number
5. Disagree & commit
6. Do more with less

2.5 Slogan:

One stop platform for small business

2.6 Different Divisions and Departments of Shopfront Limited:

There are different verticals of Shopfront Limited. Mainly, the company is operating through the Head Office and all the Business Unit's Head Office is in Dhaka. There are hundreds of Distribution House and store house throughout the Bangladesh

Head office Address: House: 112, Road 6, Mohakhali DOHS, Dhaka.

The company operates through numerous departments that are critical to the smooth execution of everyday activities in the operational sites. The following organization structure details the departments and the structure that the corporation follows.

Organogram:

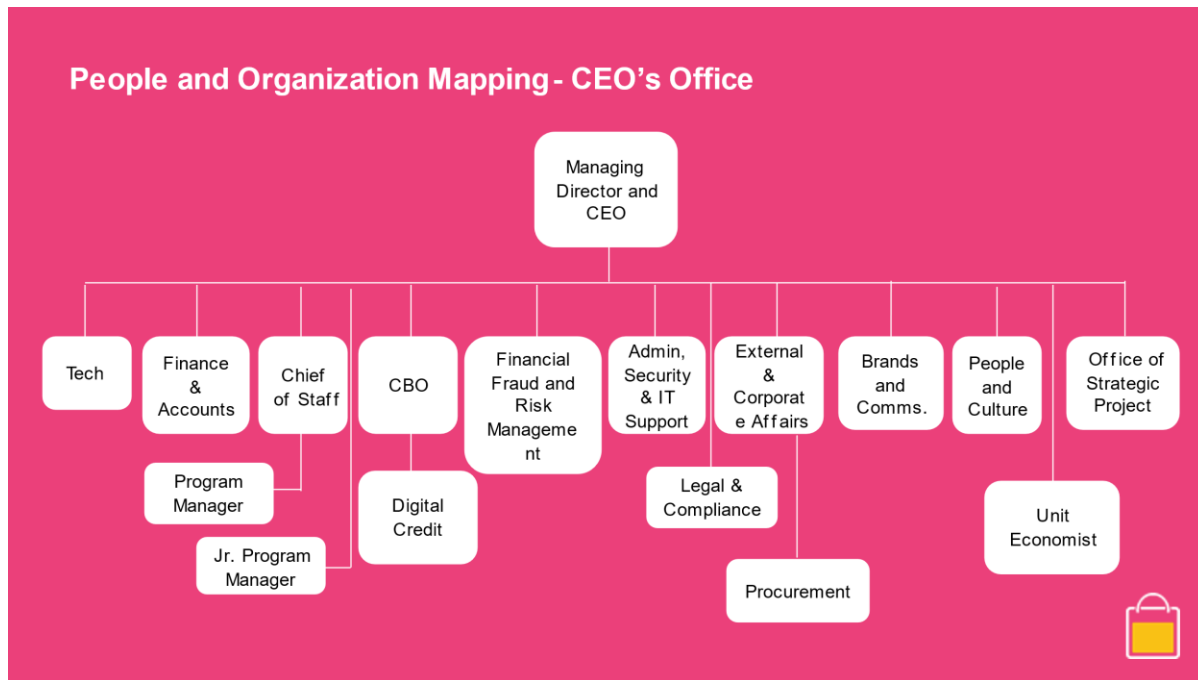


Figure 2: Different Departments of ShopUp

2.7 Organizational Culture:

ShopUp offers an excellent corporate culture. ShopUp has a highly welcoming and stimulating work environment. The employees there are extremely dedicated to their jobs and the organization. Anyone can approach the chief officers with no fear of being judged. The command chain and communication processes are both exceedingly efficient. Despite the existence of a hierarchy, the culture of the organization grows into a flat organization with a rapid and fluid flow of information. The ideals that the company developed are passed down through the generations in the organization's culture. There is a strong emphasis on customer service in the workplace. Upper management and employees maintain good connections, encouraging employees to contribute their new ideas.

2.8 Shopfront Ltd's Different Verticals:

- **Mokam:**

Website link: <https://mokam.com.bd/retail/bn>

Mokam launched as a B2B e-commerce business in December 2019. Mokam has grown to become Bangladesh's largest B2B e-commerce site in less than two years, with 4.5 million small sellers. Mokam was named Bangladesh's finest B2B e-commerce platform in 2021 at the first Bangladesh Retail Awards.

Mokam is a one-stop shop for merchants. Sales representatives (SR) who are responsible for order collecting. Additionally, merchants may access all items via a mobile app. The shops will get the merchandise between 24 hours after placing the purchase. Mokam has agreements with a variety of producers and manufacturers and the best distribution infrastructure in the industry to assure rapid delivery at a reasonable price.

On the basis of goods Mokam is divided into two distinct sections, namely

- Mokam Branded
- Mokam Unbranded

Mokam runs on a segment-by-segment basis to ensure seamless operation, such as:

- Mokam Fresh
- Mokam Agro
- Mokam Power
- Mokam Infra
- Mokam Poultry
- Mokam Lifestyle
- Mokam Reseller
- Mokam Payra
- Mokam Blitz

- **Baki:**

The Digital Credit Unit (DCU) provides embedded nano credit via a digital platform to SMEs.



Figure 3: Baki's Logo

Baki's active initiatives:

- Online merchants can get funding depending on their scorecard.
- FMCG retailer embedded funding
- Initiative to finance suppliers
- Financing for retailers through distributors for Unicorn Branded.

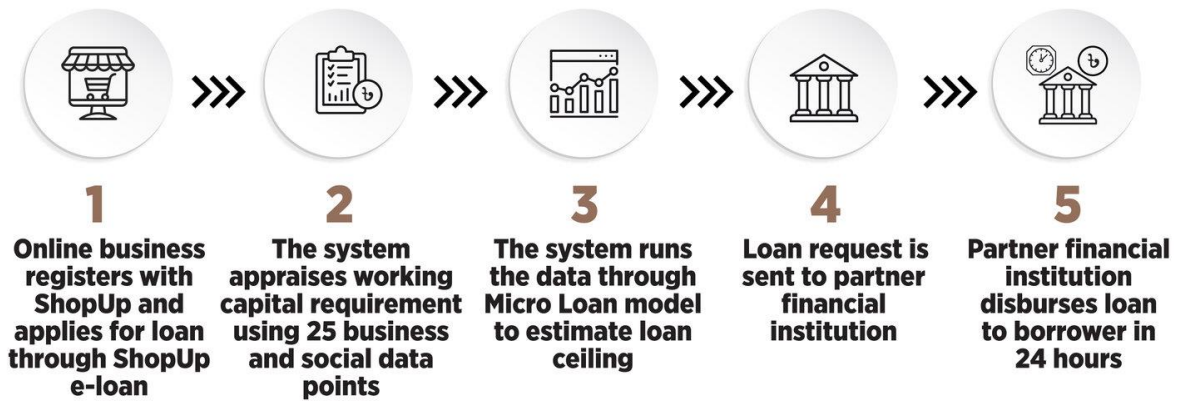


Figure 4: How Baki Works

- **RedX:**

Website link: <https://redx.com.bd/>

A one-stop platform that leverages technology to provide nationwide logistical assistance. Not only does REDX maximize delivery distance, but it also simplifies fulfillment, payment, live monitoring, and other important features.



Figure 5: RedX's Logo

It provides as a technology-first main supplier for enterprises.:

- 24/7 Logistics help on a national scale
- Order monitoring in real-time

- Payment completed the following day- On the day following a successful delivery, receive immediate payment by Bank/BKash.

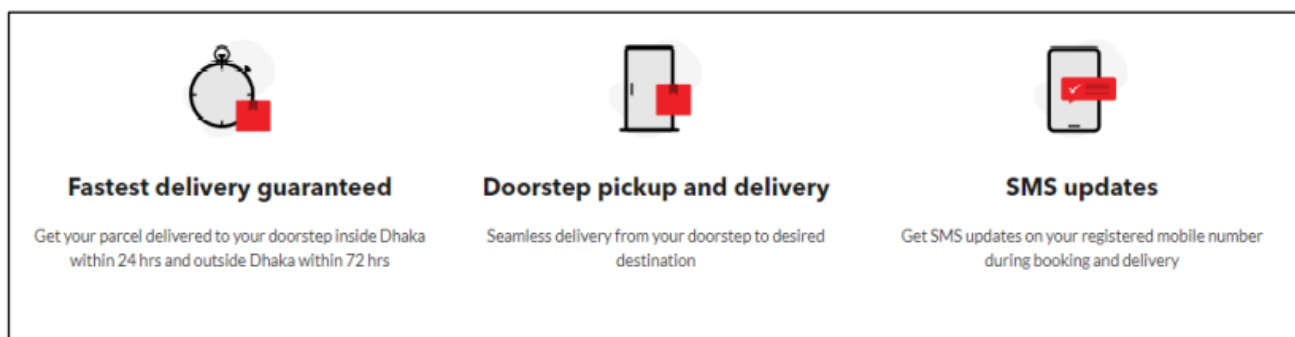
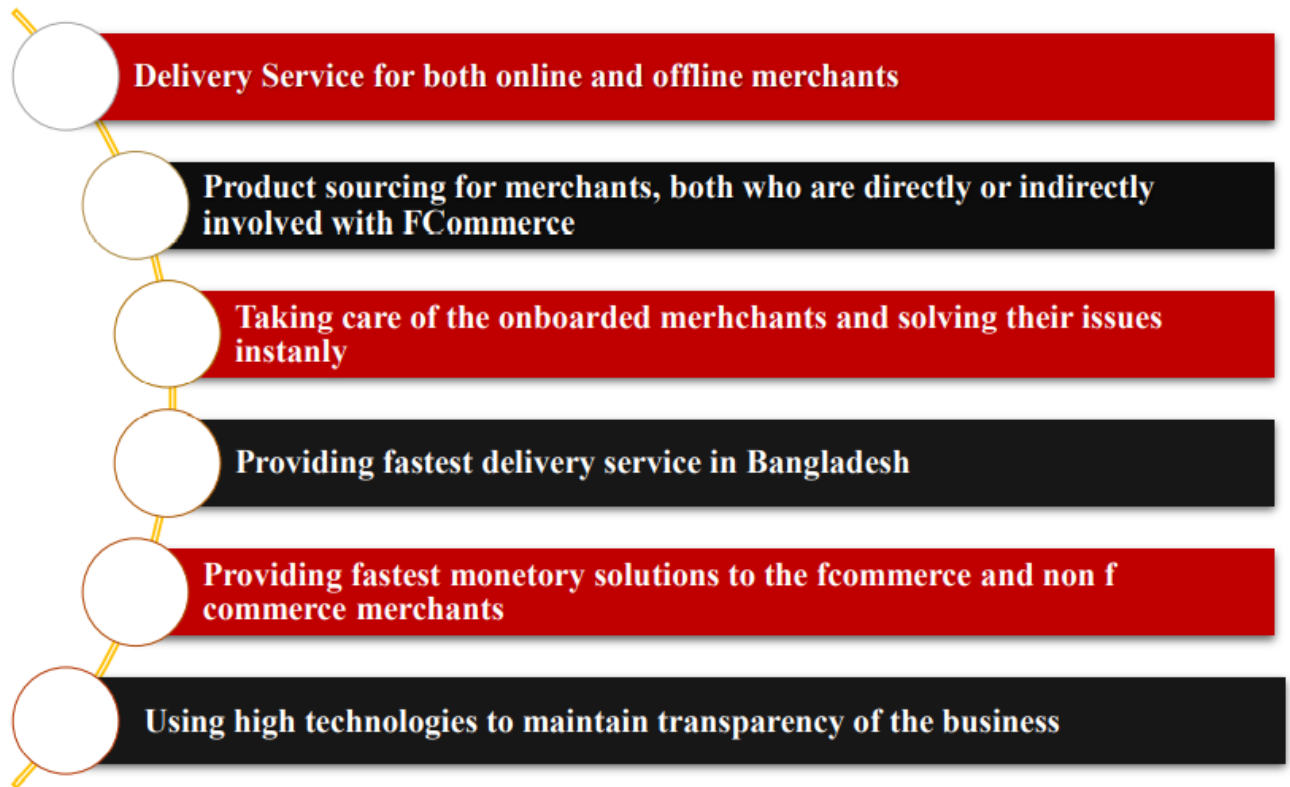


Figure 6: Core Service of RedX Logistics

- **Unicorn:**

Unicorn Distribution Limited (UDL) is an FMCG retailer distribution firm that is focused on digitalization. Ultimately, the goal of UDL is to develop an effective distribution service for both producers and end-user retailers alike. Wholesalers and retailers may make orders through the Mokam app from a diverse range of suppliers on a single unified platform depending on their specifications. UDL intends to increase sales volume by providing the proper things to the suitable merchants at the appropriate moment. The company offers a 360-degree platform for merchants as well as financing options for retailers.



Figure 7: Logo of Unicorn

ShopUp offers high-quality service that has been created and constructed by industry experts in their field. The governing body comprises Every stakeholder is afforded the same opportunities for development throughout the trip.

2.9 Customer Base of Shopfront Limited:

A vertical of ShopUp, RedX is a very popular name in the logistics industry. REDX Delivery is Bangladesh's quickest courier service. RedX's mission is to improve Bangladeshi enterprises through technologically advanced logistics services. RedX offers their support to small enterprise owners to industry leading's parcel operations. Currently, RedX doesn't operate globally but operates in 64 districts all over Bangladesh.

RedX now holds a 55% share of the market in contrast to other delivery businesses in Bangladesh, which is quite remarkable. An estimate of market share of the company is shown below:

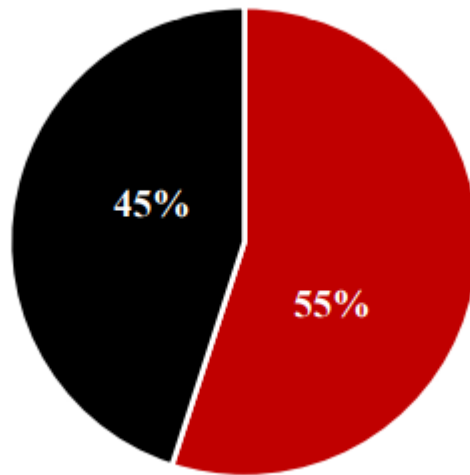


Figure 8: Market Share Estimate

Beside RedX, there are also huge customer bases of Mokam and Unicorn. They are small to large enterprise owners.

Wholesalers and retailers are the main targeted customers for Unicorn who place their order through the Mokam app or sometimes manually through salespeople.

2.10 Related industry and End user:

In the industry, there is a diverse variety of industries that are relevant to Mokam and RedX. The following are among the most relevant industries:

- Food
- Poultry,
- Pharmaceutical
- Electronics
- Agricultural
- Clothing's etc.

2.11 Company Analysis:

SWOT Analysis:

Swot is the most effective method of evaluating a company's ability to compete in the market, as well as its strengths and weaknesses, as well as its opportunities and threats. By conducting this study, I've attempted to provide a comprehensive reflection on the existing state of the organization. By conducting this study, I've attempted to provide a comprehensive reflection on the current state of the organization. Listed below are ShopUp's most significant competitive advantages, weaknesses, opportunities, and threats.

SWOT Analysis is one of the best ways to evaluate the strength of the company to operate in the market along with the opportunities for company growth as well as weaknesses and threats. Through this analysis I have tried my best to reflect on the current situation of the company. The major Strengths, Weakness, Opportunities and Threats of ShopUp are as under:

Strengths of ShopUp:

Company Reputation:

ShopUp is one of the best startups and largest B2B e-commerce platform. They already have built a reputation in logistics and e-commerce business within a very few periods of time through effective supply chain process.

Experienced Management:

ShopUp hires the top management resource from MNCs who have immense experience in their respective sectors. These talents have a huge contribution in the growth of the company. All of the senior management officials have a well-deserved reputation for expertise and experience.

Affordable Ranges:

ShopUp introduces different reasonable and affordable offers for different client segment.

Extensive Distribution Network:

ShopUp maintain secure and extensive distribute network throughout the country. They are trying to expand their network all over the country.

Weaknesses of ShopUp:

Insufficient Employee:

Though the company is expanding, there are not sufficient employees in order to maintain a smooth operation. Because of a shortage of adequate employees, the burden for each employee increases, which in most cases results in decreased productivity and lower quality outcomes.

High Requirement for Advance Technology:

As the company is growing, ShopUp should invest in inventions in order to differentiate in the market.

Less Opportunity in Training:

Though the company is working toward becoming a unicorn, there is not enough scope for employees training and skill development.

Operational Difficulties:

With the company's growth, it has become very difficult to manage the operation in large scale.

Opportunities for ShopUp:

Global Brand:

ShopUp has the potential to become a worldwide brand in the near future so that they can attract additional capital investment.

Company Expansion:

There are no notable competitors for ShopUp, for this the company has an immense opportunity to expand the company and grab the total market share.

Market Reputaion:

ShopUp has very strong reputation in the market for fast delivery system. It is very important factor to attract more supplier and retailers.

Threats for ShopUp:

High competition challenge:

Though there is no such company that has an organizational structure like ShopUp, there are high chances that there will be many more competitors in this industry both in e-commerce and logistics.

Lack of employee satisfaction:

Because of various reasons the employee satisfaction rate is tremendously low in ShopUp. This hampers the overall operation of the organization.

Risky operation:

E-loan is much riskier after this pandemic. There is much uncertainty in this sector. Besides, the logistics operation is also very challenging in country like Bangladesh.

Chapter-3: INDUSTRY ANALYSIS

The objective of this chapter is to have an overview of trends, driving factors, any market limitations, and other parameters, as well as to provide a brief assessment of major segments in the industry. In addition, the chapter will include an analysis of market development areas as well as a prognosis for the industry's future growth.

3.1 Industry Overview:

E-Commerce has experienced tremendous development since its early 2000s, when Bangladesh did not have extensive internet connectivity or a dependable online trading infrastructure in place. With over 2,000 ecommerce platforms and even more than 50,000 digital commerce pages on Facebook, it's no surprise that the social media platform stays a popular platform for marketing and promoting things. Despite strong growth in previous years, the business has seen a significant acceleration in recent years, particularly with the emergence of the COVID-19 epidemic in 2020, because more consumers are opting to purchase online. As reported by Statista, the sector is expected to have increased from \$1.6 billion in 2019 to around \$2 billion in 2020, and it is forecast to reach \$3 billion in 2023.

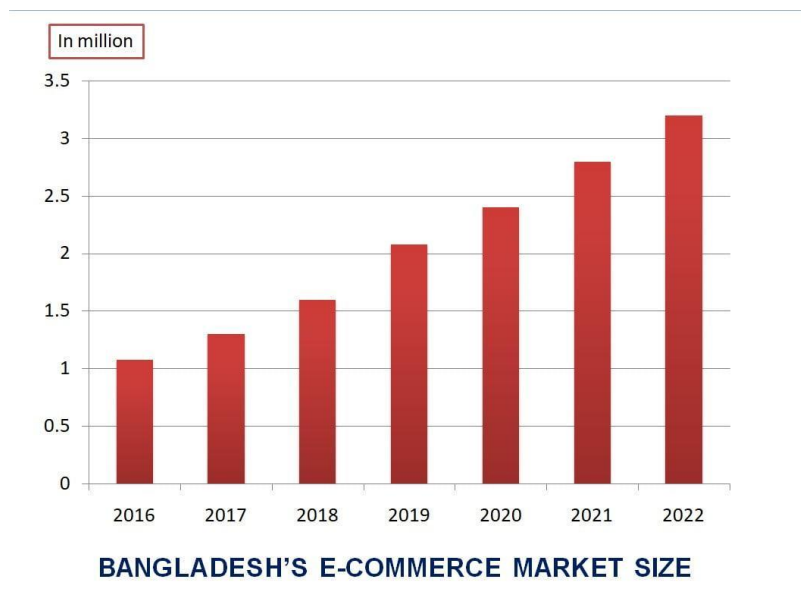


Figure 9: Bangladesh's E-Commerce Market Size

3.2 Industry Growth and Market Size:

Bangladesh's retail industry has seen nothing short of a revolution in the previous decade, shaped and enhanced by high-quality service offerings, world-class design, and considerable local as well as international investment. As of 2016, Bangladesh has a gross domestic product (GDP) of over 226 billion dollars and an unemployment rate of 4.1 percent, making it one of the fastest growing economies. In spite of the fact that Bangladesh is placed 174th on the ease of doing business ranking, the country has the 46th biggest GDP in the world and the 33rd largest economy in terms of purchasing power parity. To encourage Investment (Foreign Direct Investment), we must overcome a number of obstacles, which may prove to be a considerable challenge for all of us. This, however, may be remedied in the future if the necessary level of government attention is given.

Because it is considered a "promised land," Bangladesh has enormous potential, both in its own domestic economy and on the global stage. The retail business has seen a metamorphosis over the previous 13-14 years, with the retail sector quickly evolving. However, only by the use of appropriate coordinated procedures will the organized retail company be able to expand and eventually become the second most successful segment, after only the readymade apparel sector, which is the most successful. While organized retailing has had substantial growth in recent years, the sector is currently undergoing a shift that will most likely result in major growth over next year. While Bangladesh is classed as being one of the "Next-Eleven tier" of rising nations that have emphasized industrial expansion over other aims, the country has an unmistakable degree of poverty. Immediately following the establishment of industries, sophisticated "superstores" will be the next developing sector in Bangladeshi cities' industrialization as they become more developed. Despite the fact that agriculture is the primary source of income for the majority of people in Bangladesh, chain stores have considered as a leading revenue source and profit for the working-class, business owners, and the government, thereby propelling the country's economic development even further forward.

3.3 Maturity of the Industry:

Retail businesses in Bangladesh, independent of product category or price range, have begun to spring up in a variety of sizes, with grocery stores, discount department stores, grocery stores, and superstores one of the most recent to appear, according to the Bangladesh Retail Association. Retail shopping is now becoming more than

just an experience in the context of shifts in customer preferences and expectations. Shoppers and visitors may now take advantage of clean, air-conditioned, and safe settings when shopping. Because it is more comfortable with the shopping manner of certain Middle-Class Bangladeshis who are ready to live in gated neighborhoods, some Middle-Class Bangladeshis choose to shop at these superstores rather than attending overcrowded, open-air 'wet' marketplaces for their everyday food needs. Customers instantly recognize that they are working with something which adheres to international standards, which results in a positive reaction, a feeling of pride, and a desire to spend further time in the nice surroundings.

According to the World Bank, Bangladesh's retailing business is immature, structurally weak, and fragmented when contrasted to its South Asian competitors. Considering that the Indian retail business is the world's fifth biggest, accounting for more than 30 percent of the nation's gross domestic product (GDP), and that it is the country's second largest employment after the manufacturing sector (30 million people). Indian retail investment is considered to be the 15th most ideal getaway for retail investments, according to the Global Retail Development Index 2015. As per the Gain report 2013, the pace of development in retail in Bangladesh has averaged 7.0 percent over the previous several years. The industry, which includes wholesale distribution, is one of the most major contributors to the total workforce, providing for 12 percent of overall employment in 2011-2012 and growing. During the same year, it also provided 14.3 percent to the national gross domestic product (GDP).

It's vital to remember that the concept is very unique in This regard, having just arisen in the 2000s and has only recently gained popularity. However, in such a short period, it has succeeded in attracting a huge number of investors, resulting in positive public perceptions and a rise in government interest. As reported by various statistical sources, the traditional retail sector in Bangladesh accounts for barely well over one percent of a country's entire retail industry. It was estimated by the Bangladesh Superstore Owners' Association (BSOA) that the overall market transaction in 2013 was Tk 15 billion, with such a compound annual growth rate of 15%. In the capital city, around 30 businesses with far more than 200 sites are headquartered; here is where the vast majority of their activities are centered. As previously stated, the total retail market size was valued at Tk 747.50 billion and is predicted to increase to Tk 3028 billion by 2021, signifying a 30 percent annual increase over the next five years, according to the Bangladesh Retail Association. Many believe that the rapid alterations in consumer purchases amongst urban middle class and upper-class clients are to blame for the dramatic fluctuations

in sales growth seen in recent years. Euromonitor (2014) identified Bangladesh as one of the world's top 20 most highly promising markets, with tremendously improved consumer goods companies all around the world to capitalize on. Increasing employment levels, rising income levels, and a rise in the number of educated individuals have all emerged as a result of urbanization and peri-urbanization, as well as changes in demographic characteristics, all of which have had a substantial influence on consumer spending behavior.

3.4 Seasonality:

In order to do research for this section of the report, I have gathered and compared sales data. It has been seen that there is zero-seasonality effect as Mokam and RedX both fulfill the daily requirements of retailers and logistics service. These services are required on a regular basis by customers, ensuring that there is a steady need.

3.5 Competitive Landscape:

A rapid growth plan was implemented by RedX, which expanded its logistics network to encompass all 64 districts within six weeks. Company officials believe they took immediate action in order to regain the confidence of online retailers. Officials at the company feel they took swift measures in order to win the trust of online merchants. According to the firm, the REDX network handled more than half of all third-party deliveries throughout the epidemic. In a recent award ceremony, the Bangladesh-India Business Council recognized the firm as being the largest logistics company in the country for offering the finest services across Covid-19. REDX intends to increase its rate of expansion even more after receiving a record \$113 million in funding so far.

Along with RedX, Mokam aimed to solve the issues that merchants in Bangladesh were facing at the time. Mokam offers a wide range of items to shops and delivers them to their doorsteps the following day. Agreements with the country's leading manufacturers and distributors allow the organization to assure the availability of top-quality items at the most competitive pricing. ShopUp's embedded financing solution Baki allows shops to purchase goods on credit using same app, thus enhancing the convenience of their customers.

3.6 External Economic Factors:

There are several Economic factors that are related to the industry. As the raw materials are being imported from foreign countries, the economic condition of the country may influence the industry to a great level.

Bangladesh's GDP Growth Rate:

Bangladesh is classified by the World Bank as a lower to middle country. Despite this, about one-fifth of Bangladesh's population (150 million people) suffers in extreme poverty. Microcredit growth, cottage industry development, foreign remittances, and the garment sector, among other things, have added to the country's GDP rates topping 6.8 percent over the past decade. Regardless of the fact that three-fifths of Bangladeshis labor in agriculture, ready-made garment manufacturing generates three-quarters of the nation's export earnings. Overpopulation, weak infrastructure, fraud, political unrest, and a slow pace of economic transformation are the primary impediments to Bangladesh's long-term progress. Bangladesh's GDP grew by 7.05 percent year on year in 2016. Bangladesh's GDP growth rate averaged 5.72 percent from 1994 to 2016, according to the World Bank, reaching an all-time top of 7.05 percent in 2016 and a record low of 4.08 percent in 1999.

Increases in per capita GDP are related with an increase in people's standard of living. On the other hand, when the economy expands, individuals' desire to spend lots of money on elevated items increases. Consumers have become much more conscientious about the products they purchase. In that case, a grocery, as opposed to a conventional market, will also provide more commodities and conveniences. The public is willing to pay even more for high-quality products and services. Researchers found that low-income neighborhoods had half the number of stores and four times the lot of small grocery stores as wealthy neighborhoods.

Urbanization in Bangladesh:

Bangladesh is among the largest and most populous countries, having seen rapid population growth over the last century. Regardless of the fact that population growth has slowed to a manageable level in recent years, the trend remains good. Urbanization is predicted to accelerate across the country over the next decade. For low-income countries like Bangladesh, a historical transition occurred between 2000 and 2010, when the urban population grew faster than the local dwellers for the first period in history. As the rate of urbanization accelerates, so does

the burden on workplaces. Individuals are becoming more conscientious about their time. The public is uninterested in investing additional time to the buying of commodities in the conventional market. Given the preceding context, it is reasonable to conclude that the industrialization has a favorable effect on supermarket expansion.

Some other factors that an organization in the industry may have to deal with are:

- Political factor
- Supply chain stability
- Economic stability of the country
- Customer's expectation
- The consequences of climate instability

3.7 Technological Factors:

The main challenge Mokam and RedX both face in building their app. Because the end user of these app is barely educated, the product manager needs to know their pain point and work accordingly. Another challenge for Mokam is the user- retailers are very much tech challenged. They don't want to place orders through the app.

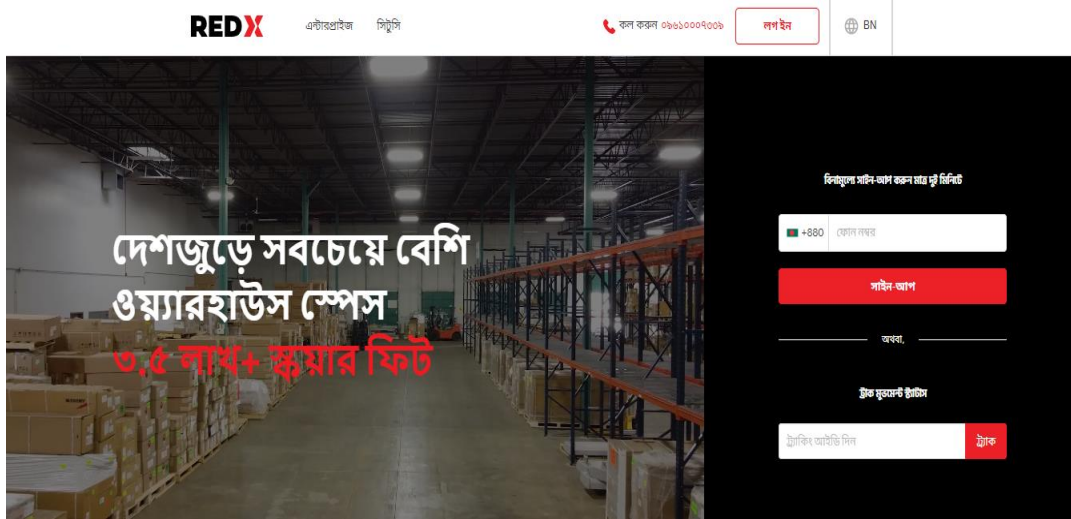
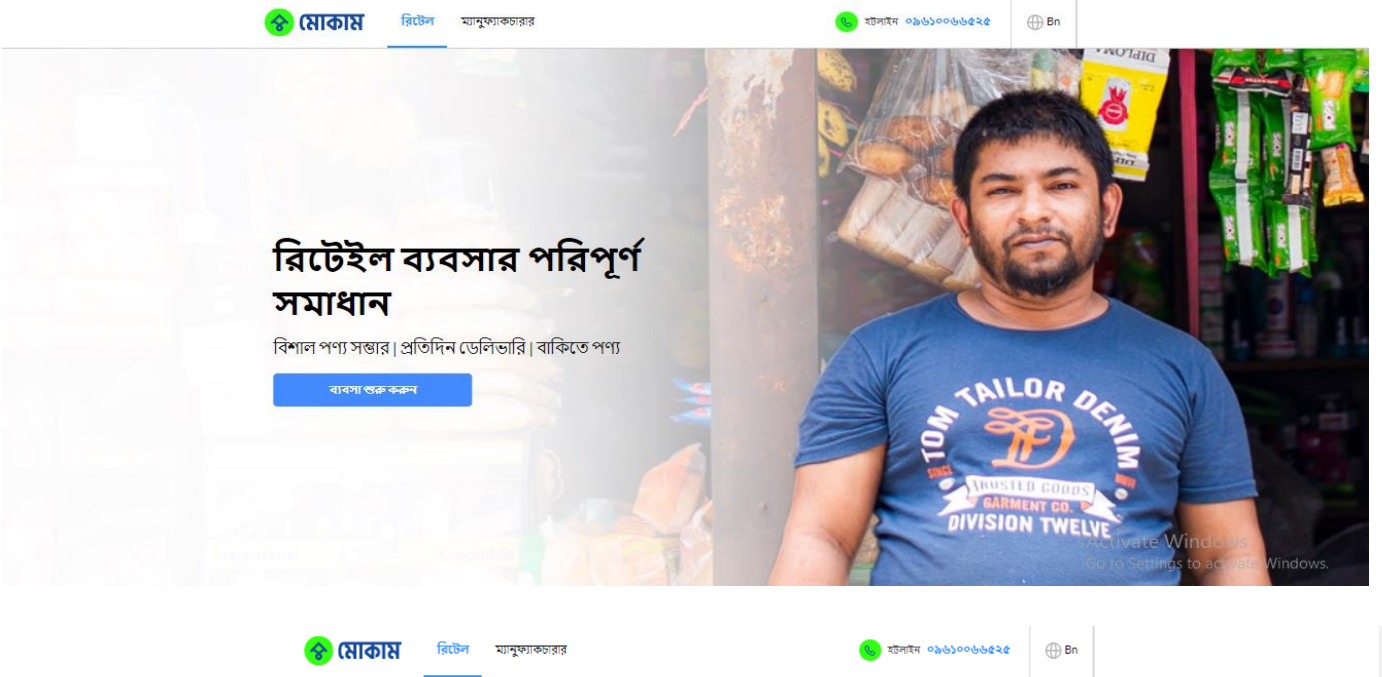


Figure 10: Web portal of RedX website



আমরা আপনার ব্যবসায় কি সুবিধা দিতে পারি



- এক জায়গায় সব পণ্য**
মোকামে আপনার ব্যবসার প্রয়োজনীয় সকল পণ্য পাবেন, পাইকারি বাজারে যাওয়া কিংবা বিভিন্ন কোম্পানির অসংখ্য বিক্রয়কর্মীদের সাথে কথা বলার বামেলা ছাড়াই।
- সর্বনিম্ন অর্ডার লিমিট নেই**
বেশি পরিমাণে পণ্য অর্ডারের ঝামেলা নেই, শুধুমাত্র আপনার প্রয়োজন অনুযায়ী অর্ডার করুন, এমনকি দরকার হলে মাত্র একটি পণ্য।
- আজকে অর্ডার, কালকে ডেলিভারি**
আপনার দোরগোড়ায় পণ্য পৌঁছে দেই আমরা সবচেয়ে কম সময়ে। অর্ডারের পরদিনই পণ্য বুঝে পান দেশের যেকোনো প্রান্তে।
- পণ্য কিনে পরে টাকা পরিশোধ করুন**
মোকাম থেকে নিয়মিত পণ্য অর্ডারের উপর ভিত্তি করে ব্যবসার প্রয়োজন অনুযায়ী বাকিতেও পণ্য নিতে পারবেন।

Activate Windows
Go to Settings to activate Windows.

Figure 11: Web portal of Mokam website

To keep the sales the super shops owner, use digital CRM software and accounting software but the small retailers are not blessed with the advanced technology and they keep their track of daily sales and inventory in traditional

way. But with the advancement of time all the users will have to use the digitalized sales tracking system, inventory tracking system.

Chapter 4: DESCRIPTION OF MAIN DUTIES

It is the aim of this chapter to discuss the primary responsibilities and duties that I had while working as an intern at Shopfront Limited. The purpose is to draw attention to the fact that I worked as an intern for the company. This will make reference to my contribution to the organization as a whole.

Position and Name of Department: Intern, Human Resource Department.

4.1 Types of Recurring Tasks:

The three key categories that make up a Human Resource intern's day are as follows:

1. Updating internal database with new employee information and records of existing employee-related information both are maintained on the HRIS platform TalentX
2. Redesigning the onboarding experience for new employees and implementing the new approach wholeheartedly.
3. Assist with the recruitment process, beginning with the publication of the circular on social media networks and concluding with the onboarding of new employees.

The following are some instances of real-world activities and initiatives that fall under each classification.

- Developing relationships and exchange of information
- Conducting a regular meeting for the purpose of TalntX enhancement. The agenda of these meetings are how to improve the employee experience in a digitalized way.
- Meeting with other departments on a regular basis for recruitment purposes. Ascertain that they have feedbacks on the category of resource they were expecting to onboard to their team
- Meetings with the HRIS platform (software provider company) are held on a regular basis. Provide regular status updates, report any bugs, place our new requirements, examine their demonstrations, answer any queries they may have, and assist them with grooming

4.2 Typical Working Day as HR Intern:

At Shopfront Limited a week starts on Saturday and ends on Thursday. The official working hours are from 10 am to 7 pm. But for many business purposes many of the employees have to stay a bit longer. But this delay in work is not on a regular basis. Shopfront Limited always tries to maintain a healthy work-life balance for any employee.

Head office:

House:112, Road:6, Mohakhali DOHS, Dhaka 1206

The lunch and snacks time is not fixed in the headquarter, the employees have full flexibility to take a break anytime they want.

- My day starts with contacting candidates for follow up purposes, if there's any interview or onboarding of new employees.
- I, with my other team members, have redesigned the onboarding process to improve employee experience. It is one of my successes that through this roadmap I can make the employees satisfied on the joining day.
- Due to the urgent and quick hiring, I always have to headhunting the right talents for the job role.
- I also have to assist in organizing different programs of the organization that are launched from the HR department. Celebrating Pohela Falgun, Annual Sports Day, Women's Day are notable among those.
- I had to step up and take the responsibilities of 'Connectivity Management' when the assigned person resigned from the company. This gave me a privilege to work with almost everyone from every department of the company.
-

4.3 Major Responsibilities:

The people management department takes care of managing employees, guaranteeing job satisfaction, applying best business practices, conducting hiring, and ensuring that workers receive sufficient training, among other responsibilities. Shopfront Limited being a startup, always prioritizes the Human Resource department. As a part of the Human Resources department, I had several tasks to complete:

- **Advertisement drafting:**

A significant portion of the HR department is devoted to recruiting and training the most qualified candidates for the company. The fact that the right resource is a valuable asset for any company, Shopfront Limited places a

high priority on the recruitment process to ensure that there are no hiccups in the process. The recruitment procedure begins with a posting advertisement, which is published on many online job boards and social media platforms. As part of my work responsibilities, I was tasked with creating multiple recruiting advertising for various positions inside the organization. During the course of crafting the advertisements, I gathered information from the relevant departments regarding the qualifications and job specifications that would be necessary.

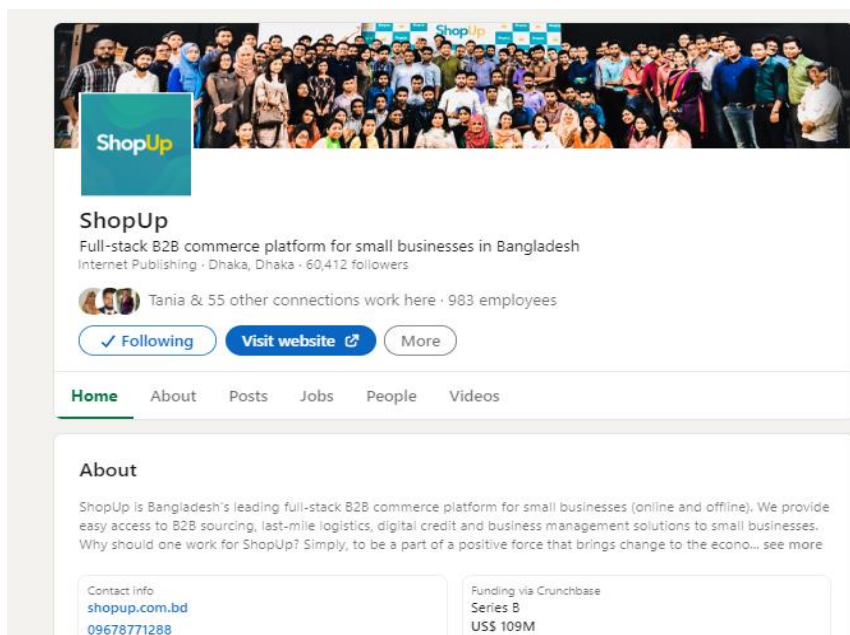


Figure 12: ShopUp LinkedIn Page

Active filters: All Category x shopup x

Click at the job title to view details Jobs per page 20

POD (Proof of Delivery) Specialist, Cargo Operations ShopUp
 Dhaka
 Bachelor degree in any discipline
 2 to 5 year(s) Deadline: 5 Apr 2022

Financial Fraud and Investigation Expert ShopUp
 Dhaka
 Bachelor of Business Administration (BBA)
 Bachelor's / Master's Degree from any reputed university...
 1 to 4 year(s) Deadline: 15 Apr 2022

Territory Sales Supervisor (Mokam Infrastructure) ShopUp
 Infrastructure and infrastructure-related products.
 Bogura, Chattogram, Cumilla, Cox's Bazar, Dhaka, Gazipur, Gopalganj, Khulna, Mymensingh, Narayanganj, Noakhali, Rajshahi, Rangpur, Sylhet, Savar

Figure 13: Bdjobs Profile of ShopUp



Figure 14: CV collection booth of ShopUp at career fest

- **CV Summary:**

After the CV submission process is done, we received CVs of interested candidate email. The primary task is to filter through the CVs that have been received and shortlist the individuals who are eligible for an interview. During CVS sorting I had to keep multiple things in mind to find the right talent for the company:

- Experience level
- Relevant experience from relevant job role
- Relevant education
- Try to understand if the employee will be culture fit.

It is vital to summarize the CV details after the qualified candidates have been selected for an interview in order for the interviewer to be able to see all of the applicant's information at a glimpse. In order to accomplish this, I have developed a summary of the CV information of the selected applicants, which I have presented on a single sheet.

- **Recruitment:**

During my internship tenure, I actively took part in the recruitment process. Even some of the hiring directly proceeds under my supervision. Executive- IT Department, Executive- External Affairs are examples for such exemplary recruitment for ShopUp.

The selected CV collection is then forwarded to the appropriate departments for additional screening.

The main part of recruitment starts from this position.

Initial Interview: The initial interview is conducted by an Assistant Manager, the Head of Human Resources, or a Senior Manager from the appropriate departments. For lower-level roles that do not have an impact on the organization's strategic choices, merely the interview process is the final stage of the recruiting process.

Assessment: Initially, assessments were conducted for a smaller number of roles. Recently, evaluation has been mandatory for many roles that have an impact on strategic choices, either directly or indirectly. Candidates for an impactful position have to go through many types of assessment based on the priority. ShopUp utilizes a variety

of assessment techniques, including a typing speed exam, a personality test, an aptitude test, an excel test, a case study, group discussion, and roleplay.

Final Interview: Candidates who pass through the assessment round, need to sit on a final interview with the respective department head or sometime for the strategic position with CEO and other chief of staffs.

Selection: After all these rounds, the right talent who is selected by all the members of the recruitment board feels to be right fit, are selected for the employment. The recruitment process before onboarding a new employee is given below:

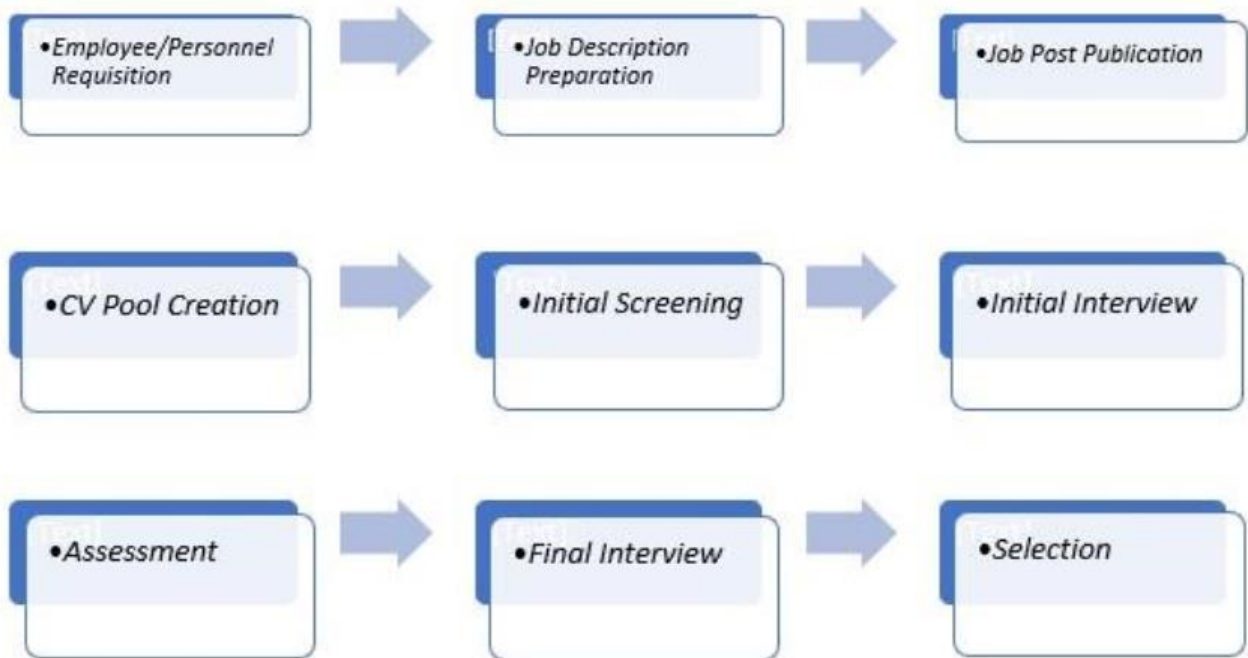


Figure 15: Hiring Recruitment Process

Onboarding Process of New Employee:

Before Joining

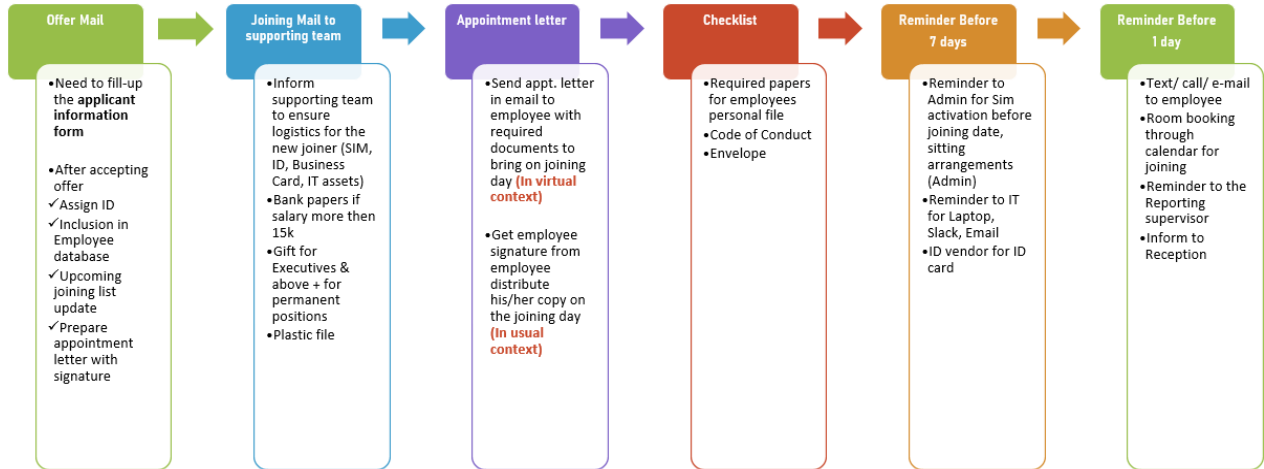


Figure 16: Procedures before the joining of new employee.

On the Joining Day



Figure 17: Activities on the first day of new employee

After Joining

Post to LinkedIn	Slack	HRIS	Bank
<ul style="list-style-type: none">• Based on position• Summary (background, designation, picture) graphical visualization.• PR communication team	<ul style="list-style-type: none">• Introduction channel• Welcome post• Responsible: HR/Respective supervisor	<ul style="list-style-type: none">• Include in HRIS• Responsible: HR Operation / HR Team	<ul style="list-style-type: none">• Every Thursday• activation time 7 days, give cards, email employee to take card and give information

Figure 18: After joining activities of a new employee.

- **Salary Review of the employees:**

After the recruitment of new employees, it is the responsibility of the human resources department to examine the grade of employees based on their grade, qualifications, and skills. I learned from the payroll manager about how to calculate the gross salary and how to maintain the data for the future taxation process. The most difficult part is to hire the right talent with the budget that is set for the hire. It is seen that; standard candidates demand more than our budget. For this, I had to communicate with the factory's human resources manager on a number of occasions.

- **Employee Engagement:**

Employee participation is a qualitatively distinct concept from employee satisfaction. While satisfaction is a measure of an employee's pleasure, engagement is a measure of an employee's motivation, connection to, and dedication to the business.



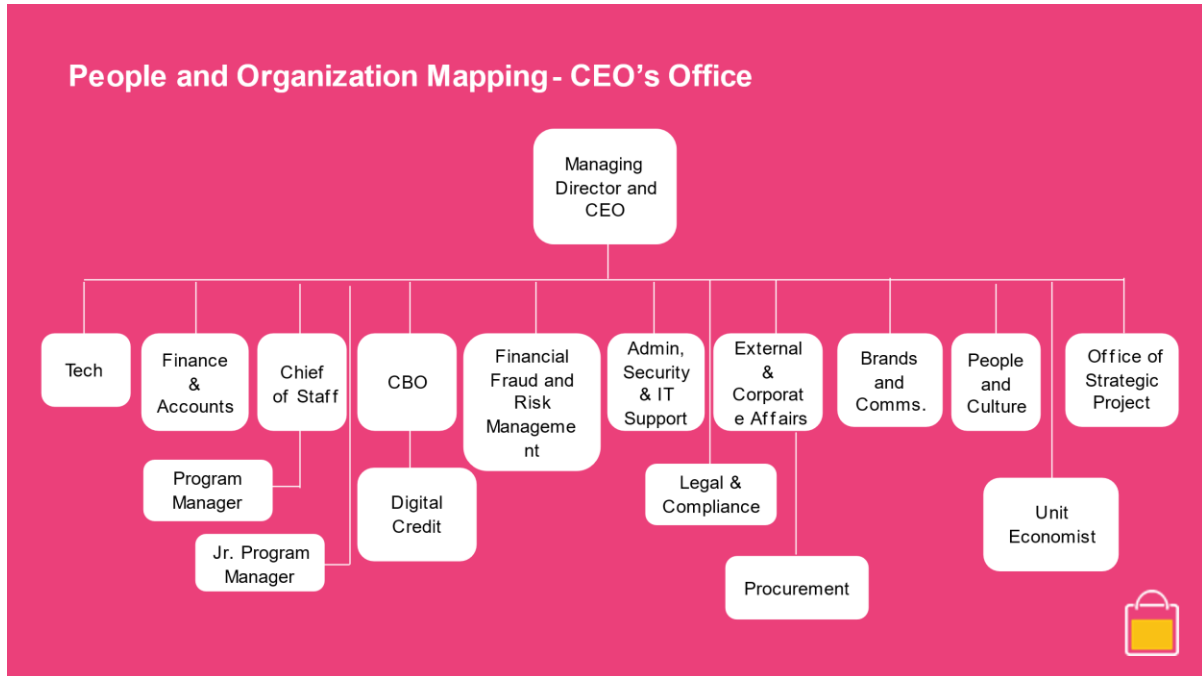
Figure 19: Annual Day out of Admin and HR team



Figure 20: Women's Day celebration at Headquarter

- **Organogram Preparation:**

An organogram is a visual representation of a company's organizational hierarchy. One of my responsibilities was to create an organogram that would be shown to the company's personnel. I talked with the Senior Business Partner of Human Resources department in order to gather the necessary information for the organogram. I used PowerPoint to create the organogram, which I then showed to the higher authority and then it was made available to all the employees of the organization.



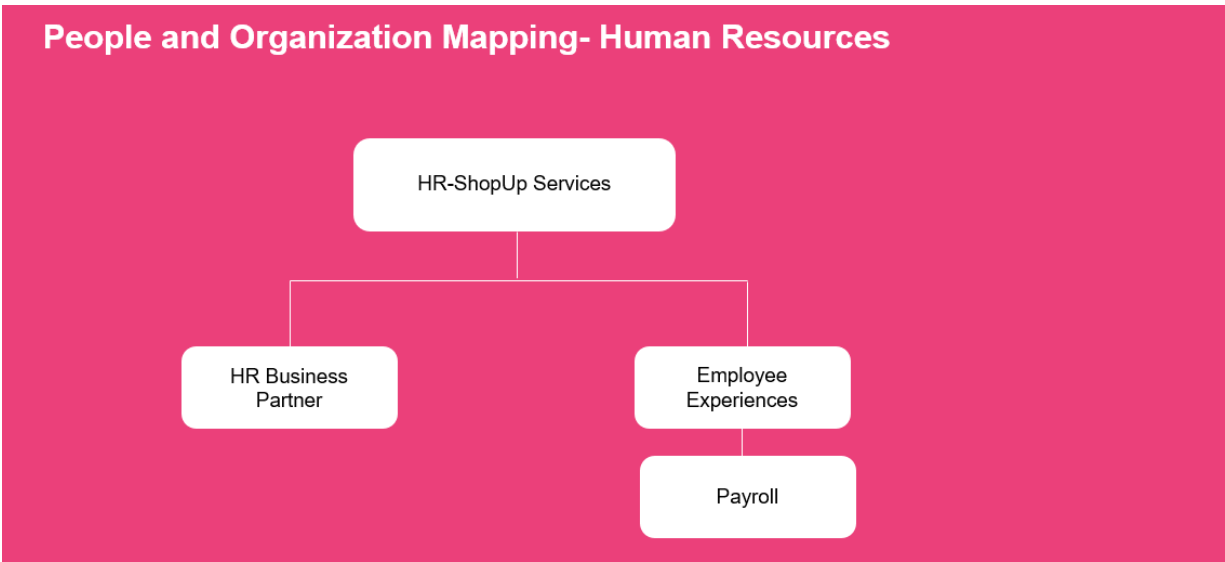
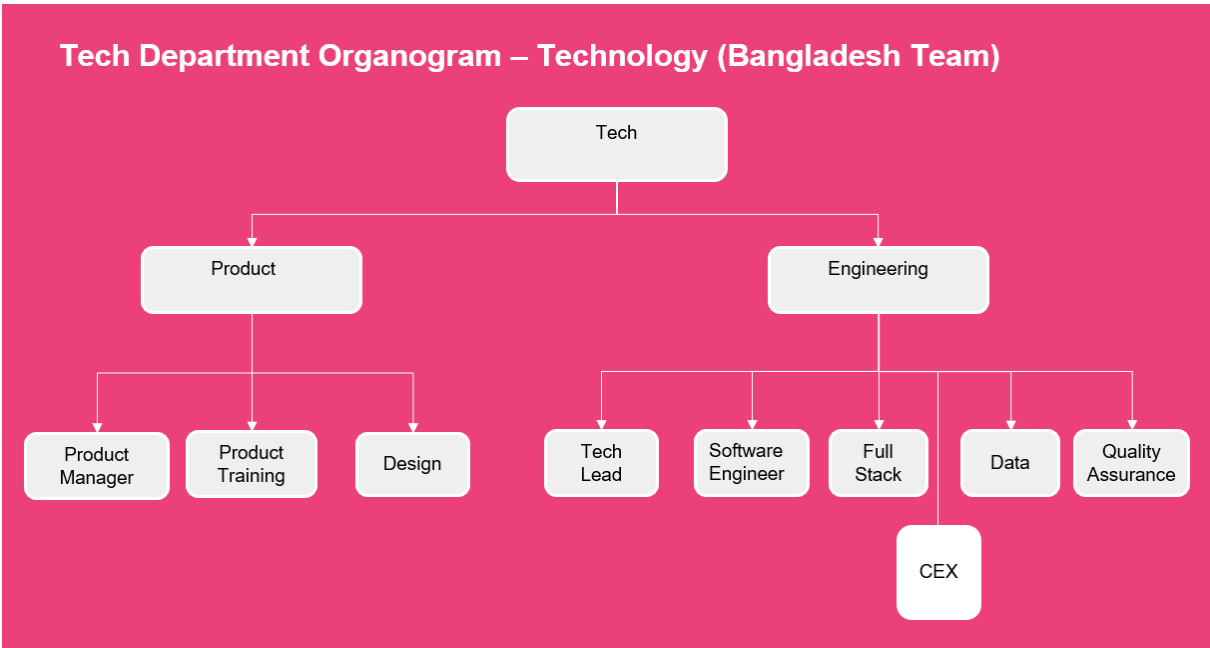


Figure 21: Some glance of the Organogram

- **Connectivity Management:**

Apart from the responsibilities of HR intern, I was handed over the responsibilities of connectivity management. For this purpose, I had to maintain the whole database of employee's official number, their usage limit. The most important task for these responsibilities were:

- Maintain the whole database of employee's official number
- The usage limit of employee's official number
- To maintain the track of monthly bill that is issued from the operators.
- To disperse the official sim asset to the employees.
- Maintaining relationship with the employees to give them directions about the connectivity issues.

4.4 Experience Gained Throughout the Internship Tenure:

In these 3-month long internship tenure, I got chances to work with different individual from the organization and by this I had the chance to achieve a holistic view of the organizational activities. I had also developed some soft skills within this tenure. The notable learning that I had gathered:

- Digitizing the process
- Overview of recruitment process
- Stakeholder Management
- Time Management
- Pitching
- Adaptability

4.5 Working Tools Used:

Throughout my internship, the primary working tools I was required to utilize were Microsoft Excel, Microsoft PowerPoint, Microsoft Word, and Jira, among other things. Because I was unfamiliar with the Jira, I needed to spend some time getting acquainted with the tool.

4.6 Work Interaction:

Aside from the Head of Human Resources and Administration department, the Head of Sales and Marketing department, and other members of the management team, I also had to interact with employees and supervisors on the sales floor while working as an intern at Shopfront Ltd.

It was necessary for me to use both email and face-to-face communication methods while communicating with my superiors. When talking with employees or supervisors, on the other hand, face-to-face engagement was the only means of communication that was utilized.

Chapter-5: ANALYSIS

The focus of this section is to assess my experiences during the three-month internship period. The examination will focus on three primary areas: the company, the market, and the professional. Throughout this chapter, I will explore the three aforementioned points, comparing what I studied during my academic studies to what I witnessed during my intern period.

5.1 Company Level Analysis:

During my internship, I was involved in the day-to-day operations of Human Resource departments. I inspected the procedures and identified numerous areas of performance and inefficiency in various activities. According to my observations, the recruitment process of ShopUp is the fastest among all other activities.

Recruitment Process:

ShopUp was founded a few years back and is rapidly developing. Numerous important changes are occurring in all areas, and also in the human resource department. The functions performed by ShopUp's human resource department are as follows:

- Recruitment and selection
- Salary Disbursement
- Performance appraisal
- Training and development
- Ensuring employee engagement

Automation is a method that improves the overall efficiency of a certain task or job. It enables employees to complete their task more quickly without compromising the quality of their work. However, this does not imply that jobs in the jobs market will be reduced; rather, it will be enhanced via the removal of certain specific jobs that are time intensive and also difficult for most people to do.

The key changes that take part during automation:

- Incorporation of documents into an online archive, even if they are in print or in digital form.
- Organizing data in a manner that allows authorized employees to look for, retrieve, and modify information.
- Documentation in a specific arrangement that could be shared with ease over any device.
- File documents as non-editable papers and arrange them in a manner that allows workers to find them quickly.
- Organizing data so that it is accessed during a reviewing or records request is a good practice to follow.

Advantages through automation:

- Improves recruitment's accuracy and reliability.
- Increases the effectiveness of the human resources department
- Helps to save time by easing the remaining responsibility
- Attracts Interested Applicants
- Enhances the character of recruits
- Strengthens recruiting methods
- Collects relevant data
- Enables the organization to discover the appropriate employees

TalentX:

It is a management information system for employees. It is essentially a Human Resource Information System used by the organization to manage personnel data. This system stores all of an employee's relevant information. The accountable individuals can verify each employee's personal information and every needed record. After a specified period of time, the system automatically reminds authorized personal to update or add information on their employees. This system is confined to a small number of responsible individuals, as it holds sensitive and secret data.

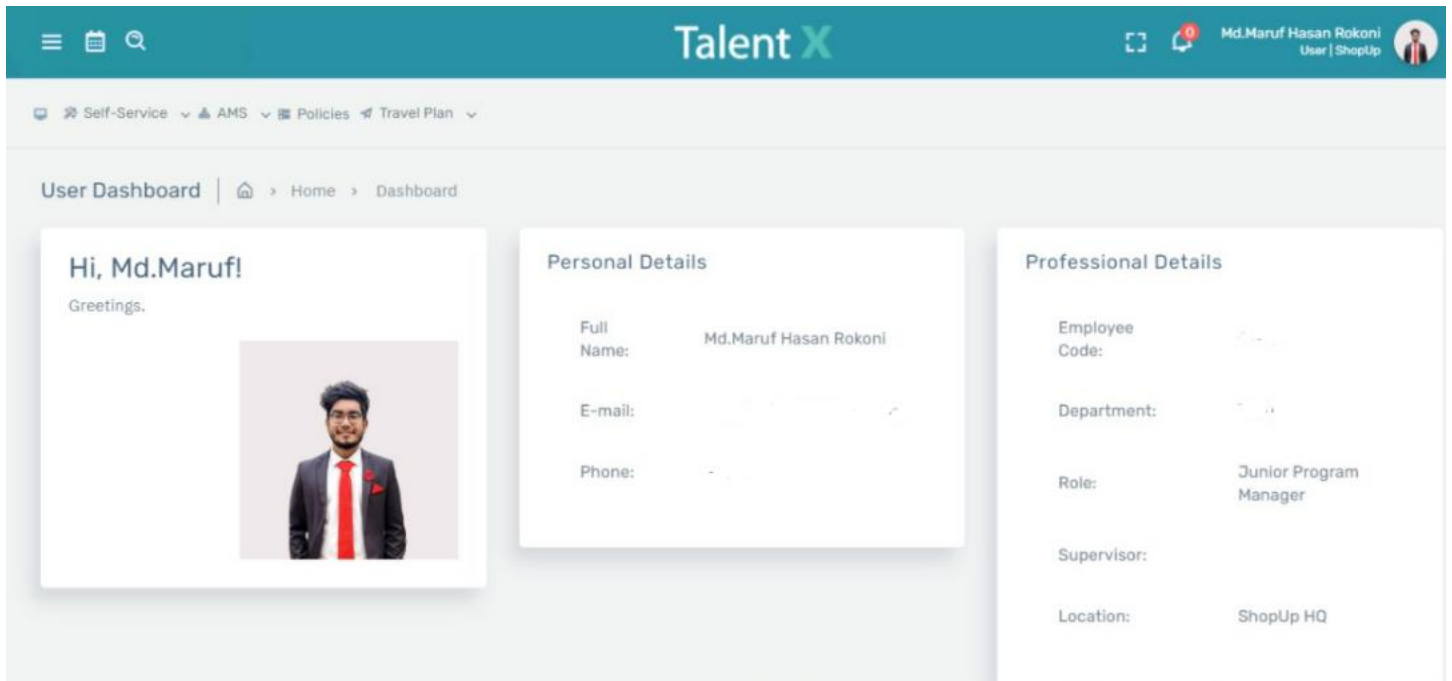


Figure 22: User profile of an employee at TalentX

The user can easily get access-

- Company policies
- Can raise budget for Travel plan
- Can raise request for leave
- Can analysis the salary breakdown
- Can download salary certificate
- Can search colleagues and collect their official number easily through TalentX

5.2 Market Level Analysis:

Around 98 percent of Bangladesh's retail market is centered in the country's and over 4.5 million small grocery shops. With various suppliers, distributors, and wholesalers to deal with while procuring their items, the proprietors of these establishments are continuously confronted with several issues. Every day, their company operations are harmed by a scarcity of items, pricing unpredictability, and a lack of comprehensive delivery assistance. Additionally, almost 72% of shops offer their items on credit, yet only 27.5 percent qualify for loan financing. Many underlying issues prove to be significant impediments to operation for such independent merchants.

Mokam, a B2B e-commerce platform commenced in December 2019, promises to solve the issues merchants encounter in Bangladesh. Mokam sells a variety of items to shops and offers next-day delivery. The organization has established relationships with the major manufacturers and distributors in the nation to guarantee that high-quality items are accessible at competitive pricing. Additionally, sellers may acquire things on credit using ShopUp's integrated financing provider Baki. According to Mokam, the company already delivers items to more than 60 regions around the nation. The organization asserts that it assures that stores obtain their preferred supplies despite of natural disaster or lockout. Mokam accomplished this remarkable feat in less than two years. As the country's largest business-to-business e-commerce platform, Mokam, which is supported by ShopUp, is trying to place the country's 4.5 million smaller businesses in the driver's seat of the growth of the economy.

RedX now holds a 55% share of the market in contrast to other delivery businesses in Bangladesh, which is quite remarkable. An estimate of market share of the company is shown below:

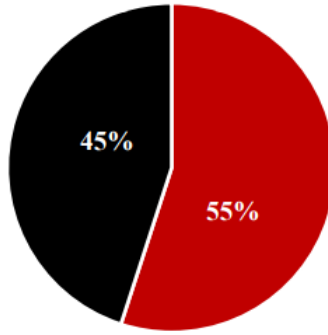


Figure 23: Market Share estimate of RedX

5.3 Professional Level Analysis:

At this point, I'd want to express my gratitude to the teachers and my university for providing me with the opportunity to work in a true business atmosphere during my internship. The three-month internship session benefited me tremendously and significantly changed my professional viewpoint. The three-month internship period was really beneficial to me and drastically altered my professional perspective.

❖ Professional Communication:

I am an extrovert in nature and really enjoy communicating with new people. During my internship period I had to communicate with employees from different departments. I had to communicate with my superior and other interns on a regular basis for different work purposes. One of the most significant skills I've developed throughout my internship at ShopUp is my way to communicate professionally. This was the ideal location for me to study attentively the interaction of specialists and understand for myself.

❖ **Networking:**

I've witnessed and personally experienced the value of connecting in my career path. This taught me how connections via internships may help me connect with and learn from the individuals I want to engage with in my chosen field of study.

❖ **Criticism:**

I feel, is the most important lesson I took away from my internship experience. However, in addition to being praised for my efforts and achievements, I had also been criticized for a variety of reasons. Consequently, I was able to master the skill of receiving constructive feedback, as well as gain knowledge as a result of the experience.

❖ **Reporting and Observation:**

I was tasked with observing the organization's production and other activities and preparing a report outlining the general status of the firm, which I completed successfully. This helped me to understand how to monitor any process and generate reports that portray the true state of the process while also highlighting any shortcomings that I discovered as a result of my observations.

The internship term signified the transition from the academic world of business to the professional world of business. This assisted me in understanding how I may use my academic knowledge in a variety of ways in the practical context. I feel that this journey will lead me to new adventures and things that I can learn while keeping an open mind.

5.4 Main Difficulties:

Despite the fact that the setting was really welcoming, there were certain issues I had when adjusting to my new surroundings. The primary challenge I encountered throughout my internship was a disparity in gender representation. As a female employee at a place with a low female employee ratio, it was challenging to establish relationships with upper management. However, other from that, the primary challenge I encountered throughout my internship was the long distance between my home and office because of a variety of road conditions.

❖ **Confidentiality:**

ShopUp is quite conservative when it comes to disclosing information that they have collected on you. The material I had obtained as a consequence of this experience needed to be revised in order to be eligible as an addition in the report as a result of this experience.

❖ **Time constraint:**

Three months was an insufficient amount of time to gain all of the critical insights into the company. Despite this constraint, I have done all possible to maximize every opportunity.

❖ **Working Method:**

The data management system and other formal duties inside the business are conducted manually, increasing the total time necessary to accomplish the activity.

❖ **Lack of Organization data:**

Due to the sector's development, little research has been conducted, creating a knowledge deficit in this field. One of the issues I found while doing the organization research was a dearth of good data sources.

Chapter-6: RECOMMENDATIONS AND CONCLUSION

6.1 Recommendations:

During my three-month internship at ShopUp, I made several observations and gained valuable insights. The purpose of this chapter is to describe those observations and ideas. The session was jam-packed with opportunities for learning and hands-on experience. Being a member of one of the greatest human resources teams in the startup business, I was able to get an understanding of many of the insights of the HR department. In the next chapter, I will attempt to express my thoughts on areas where additional automation may be introduced into the present recruitment procedure.

Automation of Requisition

As discussed before, ShopUp's requisition method procedures may be improved to conform to more dependable and standard regulations for more optimum functioning. Requisitions may be sent by mass email or manually entered into internal software. As a consequence of this method, recruiting will be more visible. Additionally, recruiting employees will not lose track of the count for frequent hiring.

- The HR Business Partner will enter into the Applicant Tracking System (ATS) and construct the relevant requisition information form according to the organization's specifications.
- An automatic email is sent to the job position approvers inside the company whenever a requisition request from the specific department arrives for confirmation within the recruiting software platform.
- After that, any role approver will study the vacancy details in the platform before accepting or rejecting it. This is also the time to add any further remarks.
- The HR Business Partner will begin the recruitment process after receiving clearance from the department.

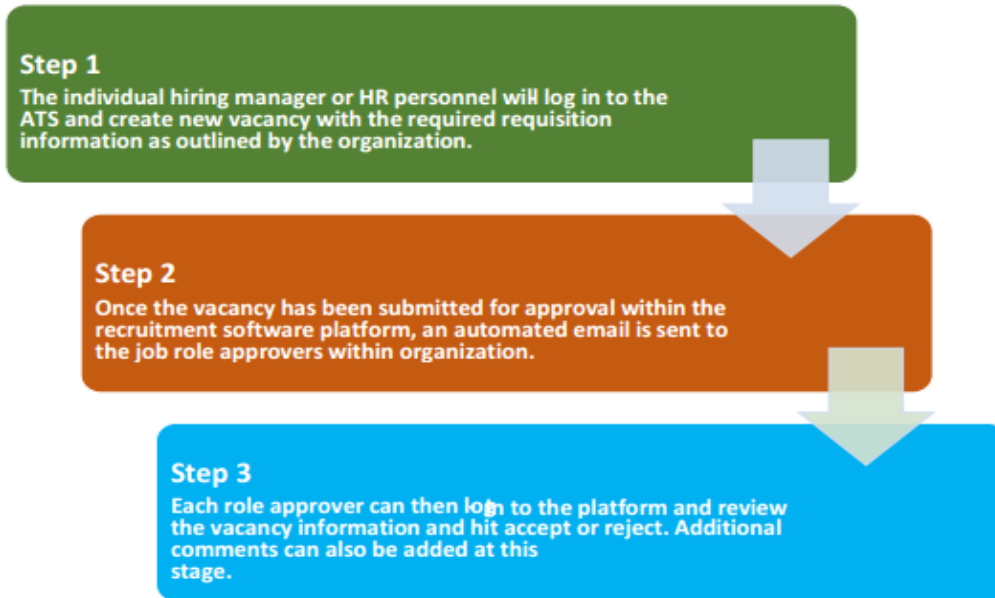


Figure 24: Automation in Requisition steps

Stark Industries 🔗

JOBS **HIRING PLAN** Create a new requisition

All requisitions My requisitions Need approval View only open requisitions

Requisition	Department	Location	Hiring manager	Salary	Plan date	Status
4 Bookkeeper	Finance		Natalie Sung	\$40,000.00/year	August 2019	DRAFT
3 Finance Manager	Finance		Natalie Sung	\$60,000.00/year	August 2019	✓ ✗
1 Account executive	Sales		Natalie Sung	\$60,000.00/year	August 2019	✓ ✗
REQ111 Bookkeeper	Finance	Berlin, Berlin, Germany	Natalie Sung	€40,000.00/year	November 2019	APPROVED
2 Head of Account Management	Sales		Eduardo Valiente	\$60,000.00/year	September 2019	APPROVED
10 Lead UI Designer	Engineering		Eduardo Valiente	\$63,000.00/year	August 2019	FILLED
9 Bookkeeper	Finance		Natalie Sung	\$35,000.00/year	June 2019	FILLED

Figure 25: Demo of Automated Requisition Request dashboard

Automation at Job Advertisement:

Despite the fact that ShopUp advertises on social media and other online media platforms, better standards are accessible to help them modify their system. You'll be able to target the best applicants all across the online platform if you automate your ad placement. Additionally, automated recruiting may help you strengthen the message associated with your employer brand. Numerous recruiters are using advertising automation technologies to provide customized material that is more engaging than the typical job advertisement.

- Search for a software company that automates the process of acquiring space to promote job opportunities.
- Make a specification on the demographic characteristics of the targeted candidates.
- Determine the number of candidates the company wants to contact.
- Establish a streamlined process for the candidates to apply for the job.

CV Sorting:

ShopUp sorts CVs using a variety of social networking channels, job advertising tools, and a Google job application form. While their current CV sorting process is intelligent, alternative strategies may show to be more dependable and consistent with their current strategy. This is because it is seen that the HR personnel circulate the job advertisement on many platforms but when it comes to sorting many resources are ignored unintentionally, as a result of this mismanagement there is a chance of losing a talent.

- Build a software or find a software company who will provide the service of gathering CVs from all the platforms in one unified place.
- In the next step that software company will extract all the information of the candidates in one excel sheet or any other way so that all the information of the candidates is visible to the recruiters.
- After that the HR Business Partner will work based on the unified sheet.

Assessment:

To ensure the candidate doesn't cheat, all assessment rounds take place at the headquarter, but it consumes a lot of time and energy of the recruiter to conduct such a session physically. To minimize the hassle, many of the assessment rounds can be taken online. As a result, for this process a lot of time is save for both the candidates and recruiter. But for this a smart site should be introduced to reduce the dishonesty means of the candidates.

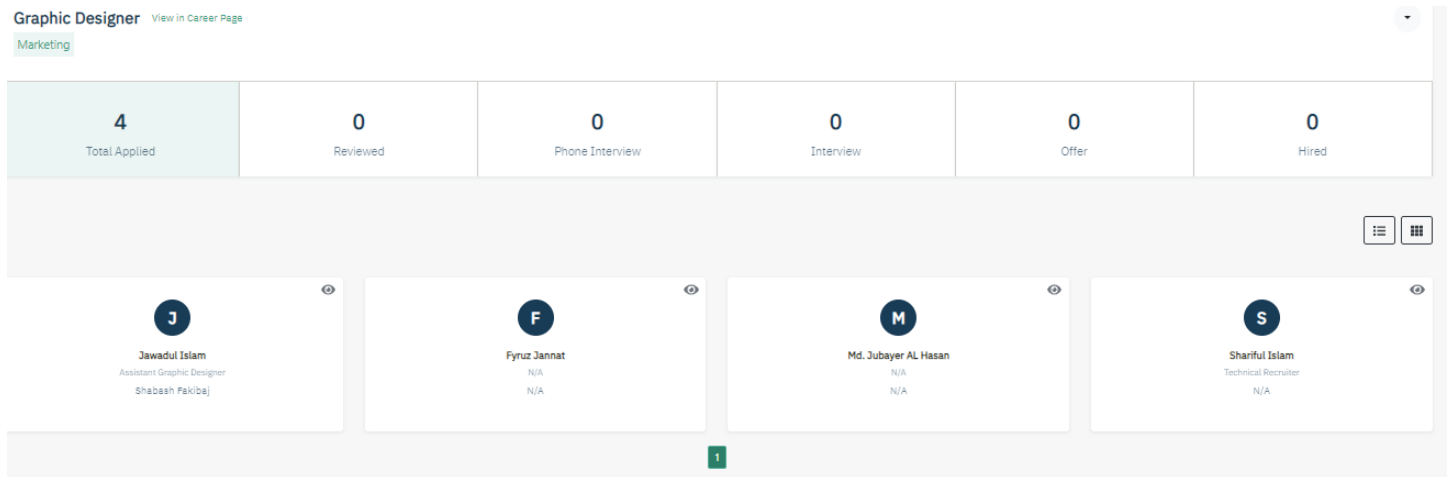


Figure 26: Demo of Automated Hiring Process

Apart from the automated recruitment process, there are many other things that ShopUp can incorporate with them for better employee experience.

- Arranging more learning programs for the employees according to the department.
- Start appreciation to the best employees to increase their motivation
- To improve the work-life balance of the employee there should be 5days working day structure. This will ultimately affect the motivation of the employee.
- Incorporate social welfare program
- To reduce the redundancy, manual documentation should be minimized. This will also save a lot of time of employees and also the information will be visible to all.
- More leave policies should be introduced such as: pilgrimage leave, compassion leave.

- Arrange individual therapy sessions for each employee based on the situation.

6.2 Conclusion:

Shopfront Limited is one of Bangladesh's fastest growing E-commerce companies. The company's management team is composed of competent, knowledgeable, and creative executives that have contributed to the company's continual development and advancement over the years. The human resources team and recruiting procedure are pretty comparable to those at other organizations. According to my observations of ShopUp, the organization's biggest asset is its extremely engaged and customer-centric employees. Additionally, there is a close bond between the employees and the corporation. Human resource departments work tirelessly to increase employee engagement and increase the efficiency of human resource operations. Recently, the department began restructuring its operations to make them more organized and employee-friendly.

The human resource department's internal objective is to link employees to the organization's principles; to enable them to provide the best possible service to clients; and to provide a fair and ethical policy and a pleasant workplace culture; to enable employees to readily share their creative ideas.

ShopUp is always on the lookout for the best talent, which is why we use competency-based interviewing. Competency-based interviewing eliminates the risk of biasness and makes the hiring more equitable, as it prevents interviewers from evaluating interviewees based on characteristics that are irrelevant to the job. Recruiting automation can significantly improve ShopUp's high-volume recruiting process, creating a more efficient and enjoyable for all parties involved. It is not intended to replace recruiters, but instead to relieve them of manual work and free up their time to focus on getting to know applicants and fully leveraging their interpersonal abilities. And in a job market where recruiters must be inventive in strategies to succeed for best talent, these are apparent benefits that you should begin taking advantage of immediately.

Chapter-7: REFERENCES

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