



Department of Business and Technology Management (BTM)

Islamic University of Technology (IUT)

INTERNSHIP REPORT

**An Internship Report on Recruitment & Selection Process of
Walton Group**

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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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Acknowledgement

I'd want to express my gratitude to Almighty Allah for providing me with the strength and capacity to successfully finish my internship program. As part of my BBA in Technology Management study at Islamic University of Technology, I completed this report. Numerous individuals deserve credit for guiding, directing, and supporting me throughout my internship. To begin, I want to express my gratitude to Mr. S.M. Rakibul Anwar, my internship supervisor, for his consistent guidance, recommendations, and support during this three-month period in ensuring the effective completion of this report.

I'd like to express my thanks to various Walton Group personnel in the HRM and Admin departments. I'd like to express my thanks to my department's on-site supervisor, Mr. Md. Foysal Wahid (Deputy Executive Director, Head of HRM, Walton Plaza), for his constant guidance, instructions, and directions while working at Walton Group and completing an internship report. I am also very much grateful to Mr. A.K.M. Atiqur Rahman (First Sr. Deputy Director, Recruitment Manager, HRM, Walton Plaza) for his invaluable guidance and constant encouragement to learn, as well as his inspiration, support, and guidance. I've learned so much from them, and they've always been very kind to me. I'd also want to express my gratitude to Mr. Shahin Mahmud (Sr. Asst. Director), a respected member of our team, for his guidance and calm demeanor. During the pandemic, I had to work six days a week, and my family was quite accommodating.

Therefore, I want to express my gratitude to everyone who has helped me along the way throughout my internship, both directly and indirectly. I owe everything to Allah, the Almighty.

Executive Summary

My three-month internship at Walton is summarized in the following report. The internship has helped me to acquire experience with numerous HR procedures, specifically the Recruitment & Selection Process of Walton Plaza at Walton Group.

Walton was established in 1977. It is the newest multinational electrical, electronics, vehicle, and other appliance brand, with one of the world's biggest and best-equipped R & I facilities, manufacturing in Bangladesh. Walton has established itself as a reputable company for customers in an ever-growing industry, according to the studies. Customers in Bangladesh are now looking for more economical, high-quality items that fit inside their budget. By concentrating on consumer comfort and amusement, as well as a good price-to-quality ratio with their innovative, beautiful, and high-quality items that are less costly than rivals. Walton has effectively marketed itself as a customer-focused and ecologically conscientious business.

Walton is committed to providing high-quality items to its consumers and to ensuring their satisfaction. Walton's main products include Walton mobile phones, Walton refrigerators, Walton televisions, Walton computers and hardware, compressors, and home appliances, among others. It exports its goods in India, Bhutan, Nepal, Myanmar, United Arab Emirates, Maldives, Nigeria, Qatar, among other places. Walton employs around 30,000 people directly and indirectly.

During my internship, I had the chance to work in Walton Plaza's Policy, HRM & Administration department. I've learnt about all aspects of human resources, especially the recruiting and selection process. The goal of this research is to have a better understanding of how the recruiting and selection process is decided. As a result, this report is based on Walton's recruiting and selection process, as well as the selected and non-selected applicants who apply for various jobs at Walton. The academic background, recent years of employment, and location of work of the unselected, primary and finally selected candidates were considered for recruiting candidates.

After learning about Walton's hiring and selection process, a lot of advice came out. From my point of view, the report also includes recommendations and conclusions that I think, if implemented, will improve the environment of the organization.

Table of Contents

Acknowledgement	i
Executive Summary.....	ii
Chapter 1: Introduction	6
1.1 Basic Information:	7
1.2 Rationale of study:	8
1.3 Objectives of study:	9
1.3.1 Primary Objective:	9
1.3.2 Secondary Objective:	9
1.4 Methodology:.....	9
1.4.1 Data Collection Sources:	10
1.5 Limitations:	11
Chapter 2: Company Overview	12
2.1 Brief History	13
2.2 Company Overview	16
2.3 Company Profile.....	17
2.4 Departments of Walton	18
2.4.1 Administration:	18
2.4.2 Internal Audit & Compliance:.....	18
2.4.3 Finance and accounts:.....	18
2.4.4 Human Resource Management:	19
2.4.5 IT:	19
2.4.6 R&D:	20
2.4.7 Marketing:.....	20
2.4.8 Sales:	20
2.4.9 Supply Chain Management:.....	21
2.5 Products of Walton:	21
2.5.1 Refrigerator:.....	21
2.5.2 Motorcycle:	22
2.5.3 Air-conditions:.....	23
2.5.4 Television:	23
2.5.5 Mobile Phone:.....	23
2.5.6 Computer:	24

2.5.7 Elevator:	25
2.5.8 Home Appliances:	26
2.5.9 Electrical Appliances:	27
2.6 Global Operations:	27
2.7 Vision of Walton:.....	28
2.8 Mission of Walton:.....	28
2.9 Objectives of Walton:	29
2.10 SWOT Analysis for Walton:	30
2.11 Porter’s Five Factors Model of Walton:	31
Chapter 3: Industry Analysis	34
3.1 Company Size:.....	35
3.2 Brand Position of Walton:.....	36
3.3 Core Value:.....	36
3.4 Sister Concerns of the Walton Group:	37
3.5 5C Analysis of Walton Group:	38
3.6 PEST Analysis of Walton Group:.....	41
3.7 Market Analysis:.....	41
3.8 Market Growth Strategy of Walton:	42
3.9 Concentration Strategy:.....	42
3.10 Concentration Strategy:.....	43
3.11 Challenges in the competitive environment of Walton BD:	45
3.12 Organizational structure:	46
Chapter 4: Description of Main Duties	47
4.1 HRM department of Walton:	48
4.2 HR Organogram of Walton:	49
4.3 HRM department of Walton Plaza	50
4.3.1 Recruitment & Document:.....	51
4.4 My internship area:.....	53
4.4.1 Working Period:	53
4.4.2 Related works:	53
4.5 Coordinating regular recruitment batch:.....	54
4.5.1 General recruitment policy of Walton Plaza:.....	55
4.5.2 My tasks for conducting batches:	55

4.5.3 CV Collecting:	57
4.5.4 Screening Application & shortlisting candidates	58
4.5.5 Telephonic interview:	58
4.5.6 HR viva/Zoom viva:	59
4.5.7 Written, IT & Management Viva:	60
4.5.8 File handing over to joining team:	62
4.6 Job Fair related works:	62
4.7 Graphics design:	62
4.8 Video editing:	63
4.9 Other works:	65
Chapter 5: Description of Main Duties	66
5.1 Lessons learned from the internship program:	67
5.2 Company Level Analysis:	69
5.3 Market Level Analysis:	70
5.3.1 Market Segmentation:	70
5.3.2 Target Market Strategies:	71
5.3.3 Positioning Strategy:	71
5.4 Professional Level Analysis:	72
5.4.1 Interaction with Supervisor:	72
5.4.2 Difficulties I have dealt with:	72
5.4.3 Experience vs Expectation:	73
5.4.4 Influence in my career Plan:	74
Chapter 6: Conclusions & Recommendations	75
6.1 Recommendations:	76
6.2 Conclusions:	77
• References:	78
Appendices.....	79

Chapter 1:

Introduction

1.1 Basic Information:

Internship is a period where a student gets hands-on experience in the corporate sector. During our four-year BBA program, we are educated about business life and how to do business in a variety of situations. However, during our internship program, we get hands-on experience with everything we've learned throughout the last four years. Internships help students connect their academic learning and teaching with the real world of business.

Students must complete an integrated course called internship that is relevant to academic purposes at the conclusion of their BBA program in IUT. The primary goal of an internship is for students to get practical experience in a professional position related to their major or minor concentration area. Students must work for any company during the internship. It's like having a full-time job. Students get the chance to learn about a certain area while also contributing to the firm by executing necessary activities while working with an organization.

Walton remains the strongest high-tech industry in Bangladesh, and so plays a vital role in our nation's keeping the wheels turning and playing a key part in the country's economic growth. Walton has employed around 30,000 people in Bangladesh, both directly and indirectly. Engineers, technicians, officers, employees, and workers are among them. It takes pride in being one of Bangladesh's biggest and most sought-after employers. Each of these workers is responsible for five people on average. As a result, Walton has been contributing to the livelihoods of an estimated 150,000 people throughout the country. Employees are the company's most significant resource. So that, Walton needs an effective HR department as well as a steady HR strategy to ensure the management of this capital.

Walton has a highly efficient HR staff that strives to maintain a stress-free work environment and happy workers. In Walton, people apply for jobs and are chosen through a very modern process. It starts with a job application and ends with an appointment. HR department of Walton also organizes different types of training and development programs for employees to improve their skills. Walton has a recruitment strategy in place to ensure that the appropriate people are placed in the correct positions.

As part of the BBA program offered by the Department of Business & Technology Management at Islamic University of Technology, I had to complete a three-month internship program to gain a better understanding of the HR department at Walton. Business courses are becoming more and more practical, and I believe attending the Walton Internship Program has helped me experience the practical side firsthand. My internship began on the 7th of November, 2021 and ended on the 7th of February, 2022. The internship was full-time. I had to work from 9 a.m. to 6 p.m. at the Walton Corporate Office, Bashundhara R/A, Dhaka. The following report provides a detailed overview of my experience as an intern at Walton.

1.2 Rationale of study:

The high-tech sector is one of the career-orientated sectors that attract me as an ambitious student entering the job market as well as a student of a department that integrates business and technology. I was assigned to Human Resource section of Walton Plaza of Walton Group as a part of the internship program. In this report, I provided an overview of the recruitment and selection process of Walton Plaza at Walton Group and tried to make some suggestions for improving recruitment efficiency. The recruitment and selection procedures are important since they're the means of obtaining the best possible person for the job fit, which will significantly contribute to the company's efficiency. I consider myself fortunate to be one of the students who was given the opportunity to intern at Walton Group Ltd.

Basically, I'm curious about how organizations operate, their internal ideas, and how they motivate employees to work within organizations. My key objective throughout this internship was to learn these things as a co-worker. I realize that as a student of BTM, practical experience is more important for me than educational experience. The purpose of this internship is to learn about Waltons' corporate business environment, recruiting and selection methods, and plans for sustaining business growth, as well as how they carry out operations. This internship will help me in exploring business potential in the technology field as a business student, and the experience gained from this employment will benefit me in the future. Also, it will improve my professional skills and gain knowledge in this field for my career development.

1.3 Objectives of study:

1.3.1 Primary Objective:

The major goal of this report is to offer the knowledge and understanding that I obtained throughout my three-month internship program, as well as to evaluate how my theoretical learning from academic life might be used in the workplace.

1.3.2 Secondary Objective:

The secondary objectives of the study are as follows:

- To have a better understanding of the organization's recruitment and selection process.
- Focus on some other WALTON Human Resource Management businesses.
- Understand the importance of recruiting and selection
- To get a thorough understanding of Walton and its operations.
- To get an understanding of the operations of Walton's several departments.
- To provide suggestions for Walton's potential improvements.
- To determine the effect of I-recruitment.

1.4 Methodology:

Most of the methods used in this article are descriptive in nature. I understood that a single strategy would not be sufficient to achieve the study's goals. Walton Group's formal and oral discussions, direct observation, and written papers were deemed to be beneficial. The paper was created utilizing both primary and secondary sources of information since this study was intended to be exploratory. The sources listed below are highlighted in more depth.

1.4.1 Data Collection Sources:

I have collected data and relevant information from two sources. They are highlighted below:

1.4.1.1 Primary sources:

Primary data were acquired directly from authorities. Some of the data are very much confidential. So, I tried to carry the numbers close to the real one to obtain non-disclosable agreement with Walton. So basically, I have collected primary data and information by:

- ❖ Discussing with the HR manager
- ❖ Conversing with the line manager
- ❖ Practical work experience
- ❖ Employees of the Walton Group were questioned
- ❖ Personal Observation

1.4.1.2 Secondary sources:

This type of data source is being included the firm's annual industry analysis report, sales report, corporate manual, financial plan, marketing policy, HR strategies, training materials, and online information. So, the secondary sources of data collected from:

- ❖ Official Website of Walton Group
- ❖ Documentary file of Walton Group
- ❖ Information from Internet
- ❖ HR Department of WALTON Group
- ❖ SPSS Software
- ❖ Internal meeting notes
- ❖ Textbook

1.5 Limitations:

For any organization, the Human Resource Department is the most confidential department. In Walton Group, the HR Department maintains the highest level of confidentiality. As an intern, I was only allowed access to a limited amount of data as part of my research. I have been denied access to information that Walton Group considers too sensitive for me to obtain. So, in my report, I will include all of the information I have gained from working. So the limitations of the report are:

- Internships are completed within a short period of time. As a result, an in-depth study into all areas of HR department was not possible.
- Respondents were unable to respond appropriately due to their regular work.
- The HR employee did not feel free to provide the data because they questioned why they were doing so.
- Many respondents were reluctant to fill out questionnaires during the data collection process.
- Information could not be validated due to a lack of adequate sources. Nonetheless, a few of the authorities supported me in getting the information in the proper manner.
- Due to the organization's confidentiality, not all information is provided in this report.

The project has encountered numerous hurdles, which may have impeded progress, but my objective is to reduce the negative consequences of these limits via ongoing work.

Chapter 2:

Company Overview

2.1 Brief History

Walton owes a debt of gratitude to S.M. Nazrul Islam, a visionary and remarkable entrepreneur. He was born in 1926 into an elite working-class family in Tangail, Bangladesh, and is the founder of R.B. Group and Walton. He learned all commercial and business procedures from his entrepreneur father, S.M. Atahar Ali Talukder (1901-1982). After Britain left the Indian subcontinent in 1947, S.M. Nazrul Islam joined his father's business. During his long and busy life, he brought a lot of innovation and diversity to his business. He founded the parent company of Walton, Rezvi and Brothers abbreviated as R.B. Group in 1977 and has driven the company through his dynamic, visionary and stronger leadership. They used to import TVs at the time.

One of S.M. Nazrul Islam's most distinguishing talents was his ability to make quick decisions in any situation. Each member of the R.B. Group shared the incredible privilege and responsibility to bring their vision to life. Meanwhile, his two sons, S.M. Nurul Alam Rezvi and S.M. Shamsul Alam, joined R.B. Group and took over the chairman and CEO posts, respectively. In addition, S.M. S.M. Ashraful Alam, S.M. Mahbubul Alam, and S.M. Rezaul, the other three sons of Nazrul Islam, joined R.B. as directors.

R.B. Group entered the electronics industry by producing both electrical and electronic products. Then they extended its operations to include steel, textiles, electronics, and vehicles. Then, they joined the steel business, and entered the electronics and car industries at the start of the 2000s. As a consequence of this diverse development of company, Walton's growth in Bangladesh would accelerate. Aside from that, around the year 2000, they expanded its activities into electronics and autos. The company's revenue grew significantly as a result of this growth.

Walton Hi-Tech Industries Limited, a sister company of the R.B. Group, was established in 2002, with S.M. Ashraful Alam as its Managing Director. Walton's manufacturing factory at Kaliakoir, Gazipur, near Dhaka, was completed in 2006 and began commercial production in 2008. Walton has been making progress since then. Televisions, residences, and electrical appliances are all part of the company's operations. Walton is one of Bangladesh's highest taxpayer companies. For the eighth time, Walton was named the Best Taxpayer in 2015. Walton was also honored for the amount of money it earned through exports.

Walton Motors has collaborated with Walton Mobile, Walton Electronics, and Walton Hi-Tech Industries Limited. Because of their solid production base, great items, affordable prices, extensive market access, and quick after-sales help, Walton and Marcel have become Bangladesh's most recognized and renowned e-commerce brands. As a result, in a short period of time, both brands have gained significant market share and established themselves as the most prominent performers in Bangladesh's E & E industry. Walton organized its work into four sections in order to efficiently perform out its operations.

The four sections are:

- **Dream Park International:** Walton needs machineries from a variety of countries. Dream Park International is in responsible of these activities.
- **Walton Digi-Tech:** Walton Digi-tech is in charge of creating digital devices such as computers and mobile phones.
- **Walton Micro-Tech:** Micro-Tech manufactures a wide range of items, including electrical appliances and lights, televisions, fans, tiny home appliances, and so on.
- **Walton High-Tech:** Walton is a High-Tech firm with considerably larger products such as refrigerators, washing machines, and motorcycles. This industry assists Walton in producing its products in a more structured manner.

Walton's main corporate office is situated in Bashundhara residential area. In the Bashundhara residential area, a building structure with plenty of parking spaces looks very attractive. This corporate office is well-known among Dhaka residents.

Overview years of Walton Group at a glance:

- ❖ **1977-** Begin trading and manufacturing for a dairy company under the names "Rezvi & Brothers" and "Rezvi & Brothers Dairy firm."
- ❖ **1992-** Imports from several other nations begin, both directly and indirectly.
- ❖ **1993-** The R.B. Dairy Complex was established, and it subsequently garnered government accolades for its substantial contribution to the dairy industry.
- ❖ **1994-** Start up a company in electrical and electronics. Walton brought various well-known brands' electrical and electronic equipment from Singapore.

- ❖ **1996-** Tricon Electronics Co. was founded, and imported items were first marketed and branded.
- ❖ **1998-** Tricon Electronics Co. begins to manufacture televisions.
- ❖ **2001-** R.B. Group of Companies Ltd. is formed, and the company's operation in the car industry expands.
- ❖ **2003-** Set up a color television and motorbike manufacturing facility.
- ❖ **2005-** They have trademarks for things like knitting and fans as well as DVD, IPS, Voltage Stabilizers. This is because R.B Composite Textiles Ltd. and R.B technologies Ltd. make these things.
- ❖ **2006-** R.B. Textiles Ltd and R.B. Technologies Ltd were registered for knitting, IPS, and voltage stabilization.
- ❖ **2006-** Walton Hi-tech Industries Ltd has received its certificate of incorporation. It was primarily for the purpose of producing refrigerators and motorcycles, and it was Bangladesh's first such facility.
- ❖ **2007-** Walton Hitech Industries Ltd. begins commercial manufacturing of refrigerators and motorcycles.
- ❖ **2010-** The Walton Group establishes a mobile phone division.
- ❖ **2010-** Golam Murshed, a fresh graduate from IUT, joined Walton as an Assistant Engineer and later became the Managing Director and CEO of Walton Hi-Tech Industries Limited.
- ❖ **2011-** Walton was declared the winner of the Best Brand Award.
- ❖ **2013-** Set up a television manufacturing factory.
- ❖ **2014-** A manufacturing unit for kitchen equipment has been established..
- ❖ **2016-** Refrigerator and Home appliances leading more than 60% market share.
- ❖ **2017-** Walton refrigerator got 5-star rating on energy efficiency and best tax payer award.
- ❖ **2017-** Established compressor & mobile phone manufacturing plant.
- ❖ **2018-** Walton started producing computers, laptops, and ICT items in Bangladesh.
- ❖ **2018-** Awarded for excellence in export by HSBC and achieved National Environment Award.
- ❖ **2021-** Established Walton Plaza as a subsidiary organization of Walton Group.

2.2 Company Overview


In Bangladesh, Walton is the most well-known manufacturer of house appliances, electronics, and automobiles. It has a significant market share since it provides clients with high-quality products. Refrigerators, air conditioners, microwave ovens, washing machines, motorbikes, phones, DVD players, freezers, generators, and irons are among the products made by the company. Walton Micro-Tech Corporation, a subsidiary of Walton, produces 3D LED, LCD, and CRT TVs. Walton also has a well-established marketing and distribution network across Bangladesh. Walton's products are marketed and distributed in over 5,000 locations, including around 500 plazas, exclusive distributors, and dealer showrooms.

In other words, Walton is one of the largest and most sought-after employers in the nation. It directly and indirectly employs over 30,000 people in Bangladesh. On average, each of these employees is in charge of five people. As a result, Walton may be considered to have influenced the lives of around 150,000 individuals throughout the nation.

It adheres to the principles of equality and diversity. As a result, individuals from various educational, socioeconomic, religious, and cultural backgrounds work here and treat each other with respect. Employees at Walton come from a wide range of educational backgrounds, including scientific, social science, business administration, technical, and so on.

Walton's service facilities around Bangladesh offer dedicated, dependable, and quality after-sale services to their consumers. Walton is always striving to enhance its customers' quality of life by delivering high-quality items and exceptional service. It is constantly concerned with the needs, preferences, and happiness of its customers. Walton's management team is certain that as Bangladesh progresses, so will Walton. They think that the country's interests must take precedence. They also think that only through insuring and developing quick industrialization would Bangladesh be able to overcome the shadow of hunger, poverty, and unemployment.

2.3 Company Profile

Walton Group	
Type	Private Limited Company
Industry	Conglomerate
Founding Year	1977
Corporate Office	Bashundhara R/A, PO: Khilkhet, PS: Vatara, Dhaka 1229
Founder Chairmen	S. M. Nazrul Islam
Key people	S. M. Nazrul Islam, S.M. Nurul Alam Rezvi, S.M. Shamsul Alam and Brothers, Golam Murshed
Factory	Chandra, Gazipur
Products	Consumer Electronics, Automobile, Mobile Phone, Computer, Home Appliances
Areas Served	Bangladesh, South Asia, North America, Australia, Middle East and Africa. All over 40+ countries in the world.
Number of Employees	About 30,000 (Direct & Indirect)
Logo	
Slogan	‘Walton at Every Home’ and ‘আমাদের পণ্য’
Contacts	Phone (Head Office) - +88-02-9571634-6,7170271-2, Fax - 88-02-9572057,9551577 E-mail - info@waltonbd.com Website - www.waltonbd.com

2.4 Departments of Walton

Walton has many departments that contribute to the smooth running of the corporate giant. All of the departments work together to complete the tasks that have been assigned to them. Each of the departments and their responsibilities are described below.

2.4.1 Administration:

Walton's administration, like that of most other organizations, serves as the foundation of the company. Their major role is to facilitate effective inter-departmental interaction and a smooth flow of information throughout the organization. They are also responsible for the development and implementation of effective organizational strategies. In addition, they are in charge of determining the administration's budget. They are also responsible for preparing regular reports on budgets and expenditures. The administration is also in charge of keeping track of inventory and ensuring that materials are always available.

2.4.2 Internal Audit & Compliance:

The audit department at Walton is in charge of looking into operational processes, regulatory compliance, and control functions. Their primary responsibility is to evaluate the effectiveness of internal control. Walton's audit determines whether management's rules and guidelines are being followed correctly. They also investigate employee complaints and claims of fraudulent activity. In addition, they conduct sales audits to identify the issues preventing sales growth. Internally, they report to the Board of Directors' audit committee and senior management.

2.4.3 Finance and accounts:

Walton's Finance and Accounts department's primary responsibility is to ensure that everyone is paid on time. They're also in charge of keeping track of the receivables. Client payments are tracked, received, and processed by them. They also perform an internal audit to ensure that

everything is operating. Employee payments are handled by the Finance and Accounts department. It is their responsibility to ensure that employees receive their pay on time. Finance and accounts: this department is also in charge of incentive payments.

They provide that both the employees and the organization pay their taxes on time. The Finance and Accounts department generates data-driven reports and analyzes them for budgeting, forecasting, and other decision-making purposes.

2.4.4 Human Resource Management:

The human resources department at Walton is robust. They are in charge of a variety of tasks. Their primary responsibilities include hiring and firing employees, as well as training and maintaining inter-departmental relationships. Walton's human resources department is also in charge of the company's compensation programs, which include pensions and other perks. They also keep track of employee absences and attendance.

They also look after all aspects of employee benefits, such as health insurance, medical leave, maternity leave, and paternity leave, among others.

2.4.5 IT:

The IT department's primary responsibility is to provide technical support to the entire organization. Walton's organizational server is maintained by IT. They manage business applications such as Oracle and Bizmotion. Walton's IT department is also in charge of securing the organization's entire cyber system.

The IT department improves the usability of the company's current software. They also maintain and secure the company's website. They are also in responsible of establishing and configuring a departmental shared network. They are also in responsible of ensuring cyber security for the company's network and preventing data tampering.

2.4.6 R&D:

The R&D department is responsible for the development of new products. They are also responsible for inventing new products. To develop new products, Walton's R&D team collaborates closely with the marketing team. They're also in charge of the deal's technology transfer. They identify and implement new technologies that suppliers, competitors, and customers are using.

2.4.7 Marketing:

The marketing department at Walton is working nonstop to boost the company's brand value. Walton's product line is divided into categories such as electrical appliances, home appliances, automobiles, and so on. Each department has its own area dedicated to branding. The promotion of the items is the responsibility of the branding department. Because they do not have a distinct department for digital marketing, they are also in charge of it.

The marketing department collaborates with the graphic design department to develop promotional posters, banners, and social media content. The Branding section also handles customer enquiry handling. Product innovation is the responsibility of the marketing department. They collaborate with the R&D team to develop goods that are market-driven.

2.4.8 Sales:

The sales team of Walton is the most powerful department. The sales department is known as the company's lifeblood. Walton has a huge sales team. Sales are primarily responsible for generating revenue but this is not their only duty. They must be able to sell their products quickly and successfully. The goal of Walton's sales team is to keep sales costs as low as possible. They are told to keep as many consumers as possible because it is easier to keep existing customers than to get new ones. Walton's sales team is also crucial in determining market trends. Later, they speak with marketing personnel and assist in bringing about changes to the product and existing marketing environment. The sales force is ultimately responsible for Walton's expansion. As a result, they've given it especial attention.

2.4.9 Supply Chain Management:

Walton has a significant supply chain segment. Their main task is to purchase raw materials and other vital items required for product manufacturing. Walton has a large number of overseas vendors. Because it is indispensable to get new raw materials after Walton gets the cargo, the supply chain handles them with care. The supply chain has its own operations management staffs in Walton. These people are in charge of planning and forecasting.

The supply chain is also in charge of shipping. They must ensure that the product supply does not become obstructed. They also make efficient use of their warehouse space. The supply chain ensures that the manufacturing process is efficient and effective. They ensure that no process takes longer than it is supposed to. Finally, this business division must interact with higher-ups to ensure that everything goes according to plan.

2.5 Products of Walton:

Walton is continuously working to enhance people's lives by offering products of the greatest quality and exceptional performance. Always prioritize choice, necessity, and client happiness. It is committed to offering clients with cutting-edge technology-based goods, innovative design, and superior quality in a variety of models and capacities. Walton has a vast product portfolio on the market. The company's goods include household appliances, mobile phones, generators, and motorcycles.

The following is a brief description of the company's main products:

2.5.1 Refrigerator:

In Bangladesh, Walton is a market leader in producing and selling refrigerators and freezers. Walton has a market share of more than 70% in Bangladesh. Walton operates one of the most extensive fully automated manufacturing facilities in the South Asian region. Walton employs a high-quality compressor as well as other components.

Walton's compressor is made entirely of copper and meets international standards. Walton refrigerators are known for their low energy consumption and ability to maintain food quality. Walton employs Nanotechnology to keep food fresher for more extended periods. Aside from Walton's fantastic design, the buyer's attention is drawn to him. Walton manufactures 600,000 units per year. Walton hopes to produce more than 800,000 refrigerators per year with its new production line. Walton High-tech Industries Ltd. is the company that makes these.



2.5.2 Motorcycle:

Walton is the first motorcycle manufacturer in Bangladesh. Walton has a motorcycle manufacturing line that manufactures motorcycles with five different engine classifications. The general performance of the motorcycle is rather outstanding, and it has an impressive mileage limit. All of the motorcycles feature single cylinder, air-cooled, four-stroke engines. Walton motorcycles are produced by Walton High-tech Industries.



Walton Motorcycles currently competes with the Indian hero Honda and TVS brands. These bikes are known for features such as cell phone indications, digital gear displays, petrol position gauges, air shocks, remote controls, hydraulic brakes, anti-theft locks and alloy rims. Walton motorbikes are also low-emission vehicles.

2.5.3 Air-conditions:



Walton produces high-quality air conditioners. The air condition's range from 1,1.5 and 2 tones. Walton is now producing split-type air conditioners. Walton air conditioners are made from high-quality raw materials and latest technologies.

This new Walton AC can be switched on or off with just a voice command in Bangla, without using remote control. Walton is the world's first AC manufacturer to introduce this technology.

2.5.4 Television:

Walton manufactures TVs ranging in size from 19 to 65 inches. Walton provides LED, LCD, 3D, and smart televisions. Walton televisions are manufactured using highly automated processes. Each component of the TVs is manufactured in Bangladesh. It has a long lifespan and uses little power. Walton Micro-tech corporation manufactures all televisions.



2.5.5 Mobile Phone:

Walton Mobile has become a household name in Bangladesh's mobile phone sector. Walton Mobile is now ranked third in Bangladesh's extremely competitive mobile phone industry, with a 12% market share and a 7.96% annual growth rate. Walton plans to export smartphones to the United States, which is a remarkable endorsement of Bangladesh's manufacturing sector's

progress. They have recently begun to produce "Made in Bangladesh" smartphones. As a result, they will be able to sell their devices at a much lower price. They've created some premium featured phones known for their beautiful design, faster performance, better camera, longer battery life, and solid build quality. Apart from handsets, Walton also produces and obtains all of its mobile phone accessories domestically. Local manufacturers provide chargers, USB cables, earphones, housing, batteries, PCB, and other mobile accessories and components.



2.5.6 Computer:

Walton Digi- Tech Industries Limited manufactures new laptops and PCs in its own factory. Walton manufactures high-end laptops and computer accessories at a low cost. Walton is bringing about a revolution in the electronics industry. Walton provides its own designed and customized laptops and computers to the electronics market. Walton Digi-Tech Industries Limited



manufactures laptops, PCBA, computers, routers, card readers, mice, keyboards, mobiles, tablets, power supply units, networking switches, web cams, and LED televisions. Walton is now a global brand, competing with Samsung, HP, DELL, LENOVO, ASUS, and

ACER. Walton manufactures its own LED display, keyboard, PCB, and sensors.

Walton is growing in the laptop world day by day. They are constantly updating their laptops and computers to meet the users' needs. In the electronic industry, they provide the best laptops and computers. Walton Digi-Tech Industries Limited places a high value on customer satisfaction after the sale. Walton aspires to be one of the world's largest computer manufacturing companies, alongside Dell, Asus, and HP, by 2030.

2.5.7 Elevator:

Walton, Bangladesh's No. 1 electrical brand, is a high-level provider of the top-quality elevators for the Bangladesh lifts market. Walton Elevator strictly follows to European standards, ensuring a safe and comfortable elevator riding experience. Walton manufactures high-quality machines and employs skilled specialists. Walton elevators are built with world-class machinery that assures the highest level of precision during the manufacturing process. Walton produces elevators that are of the highest quality.

Walton's Elevators are aesthetically pleasing, useful, and long-lasting. For their customers, they create elevators that are completely excellent and dependable. When they build an elevator, they put it through thorough testing. Walton elevators are outfitted with high-quality sensors that inform the operator if there are so many persons on the elevator. Walton maintains a high level of precision by guaranteeing that our customers receive the best products available. Walton has their own Service and Installation specialist team in Bangladesh that is available 24/7.



Walton has Cargo Elevator as well. Walton cargo elevator is a strong platform with durable technology, highly developed components, high-quality materials, practical protection elements, resulting in a long-lasting, high-quality asset. Cargo elevators come in a variety of styles that can carry anything from light cargo to huge weights.

2.5.8 Home Appliances:

Technology advances are making our lives easier by inventing useful tools and gadgets. As a result, Walton is producing a wide range of home appliance gadgets at reasonable prices. Walton's kitchen items are air fryer, blender, juice maker, coffee maker, multi cooker, blender, gas stove, induction/infrared/hot plate cooker, roti maker, kitchen cookware, lunch box, rice cooker, electric oven, kitchen hood, mixer, bitter, pressure cooker, toaster, microwave oven, cake/sandwich maker, electric kettle, water purifier, water heater, etc.

Walton has created a number of useful gadgets to help us save time and energy while doing our



daily chores, such as a cloth dryer, dish dryer, dishwasher, vacuum cleaner, vacuum flask, sewing machine, and so on. Some Walton products, on the other hand, such as washing machine,

air purifiers, air coolers, hairdryers/straighteners, irons, rechargeable lamps and torches, room heaters, trimmers/shavers/hair clippers, voltage stabilizers, IPS, weight machines, and so on, are designed to improve our lifestyle. Home appliance products are manufactured by Walton Hi-Tech Industries Limited and Walton Digi-Tech Limited.

2.5.9 Electrical Appliances:

Walton offers a diverse choice of long-lasting electrical appliances products with excellent quality and appealing design that are intended to fulfill your needs and are competitively priced. Walton manufactures a variety of electrical equipment such as switch, socket, fan, air cooler, LED bulb, switch, socket, sealed lead acid recharge battery,

holder, fan regulator, automatic voltage protector, mop set, junction box, price computing weight scale and so on. Electrical appliance sales continue to rise. All of Walton's electrical products are of great quality and are produced in a highly automated plant. They also sell high-quality fans in a variety of styles.



2.6 Global Operations:

Walton is the biggest exporting Bangladeshi firm, having a presence in over 40 countries, and has set an example in the electronics sector. Walton has had a lot of success in India, Nepal, Bhutan, Myanmar, the Maldives, the UAE, Qatar, Nigeria, and West Africa. In the coming days, it hopes to break into the markets of Australia, Europe, the United States, Singapore, Romania, Saudi Arabia, and Sri Lanka. Walton has been required to maintain 100% compliance to maintain a solid and sustainable global position. As a result, it has earned ISO 14001:2004 Refrigerators & Air Conditioner Division, ISO 9001:2008 Refrigerators & Air Conditioner Division, and OHSAS 18001:2007 Certificates for successfully implementing sound occupational health and safety management systems. So, Walton is now eligible to export its wide range of products worldwide. Many international representative offices are located in Qatar, China, Thailand, Nepal, India, and the United States to ensure export quality worldwide.

2.7 Vision of Walton:

Walton has a strong and promising strategy for accomplishing its goals. Its vision is to "establish a benchmark as the highest exporting Bangladeshi firm in the sector of electronics, with a global presence by 2025." Walton's goal is to become one of the world's leading electronics, automobile, and telecommunications companies. It has been demonstrated that 'Made in Bangladesh' is a mark of absolute dependability. Walton must prioritize customer pleasure to achieve its vision because they want to be a global company. As a result, they must adapt to new technology and be adaptable to an ever-changing technical environment. So, their key visions are-

- To become Bangladesh's most prestigious company.
- Convey simple facts that the client understands.
- To be the market leader in related fields.
- Gain global recognition.
- Create an environment where everyone can contribute.

2.8 Mission of Walton:

Walton is dedicated to producing high-quality, thoughtfully designed products. They are also dedicated to environmental protection. Walton is a forefather of electronics and vehicles. They are also the most important market participant in Bangladesh. They aim to maintain their position and are devoted to progressively gaining a significant piece of the worldwide market.

So, their key missions are-

- Walton product at every home.
- To create the most desirable brands in Bangladesh.
- Continual improvement and a commitment to excellence.
- Attract and retain skilled human resources. Sustainable growth strategy.
- Advanced customer service. Committed to the nation.

- Becoming Bangladesh's leading brand and attracting the finest candidates who can be a valuable resource to Walton Group.
- Putting the consumer first, offering cutting-edge technology based on world-class electrical, electronics, and automobile goods with distinctive designs, enticing models, and great quality.

To make their mission successful, they have to:

- ✓ Ensure the product's quality.
- ✓ Provide a high-quality service.
- ✓ Introduce a client analysis program that works effectively.
- ✓ Create a long-term and productive customer relationship, by merging marketing and management decisions through customer pleasure.
- ✓ Build a stimulating, elevated, innovation-centered, and welcoming work environment to get the best results.
- ✓ Ensure optimum efficiency for Walton through equitable resource distribution.

2.9 Objectives of Walton:

Walton was founded with the goal of providing high-quality products and services at a reasonable price. Walton fulfills two roles.

- ❖ To earn a profit on its investment.
- ❖ To contribute to Bangladesh's economic development, where technology can play an important role.

The company developed its strategies in such a way that it earns a healthy profit while also contributing to the country's development. Its goal is to put its product in every village so that it can make a significant contribution to the poor's economic well-being. It is the only way to bring about a complete revolution in the electronic field. By achieving the success criteria. Walton would like to present his esteemed customer with a new high-quality model product.

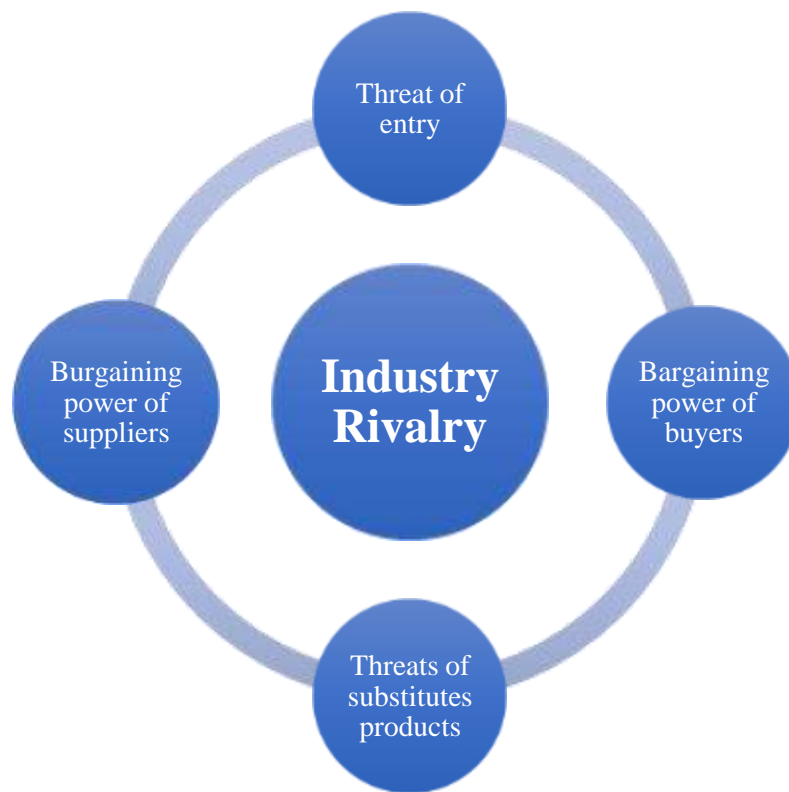
2.10 SWOT Analysis for Walton:

Walton has become a trusted brand in Bangladesh, and it also meets the demands of neighboring countries. Walton operates several big industrial sites in Bangladesh. This SWOT analysis for Walton will highlight the company's strengths and weaknesses, opportunities, and threats.



2.11 Porter's Five Factors Model of Walton:

Porter's five forces is a business analysis model developed by Harvard Business School's Michael E Porter to explain why different sectors are able to maintain varying levels of profitability. It may be linked to any sector of the economy to assess the level of competition. It is a useful tool for analyzing the competitive business environment and determining the potential profitability of various company initiatives. The Porter Five Forces technique is depicted in the diagram below:



1. Competition among current competitors: This refers to the number of market competitors and their relative strength. Competitive conduct, including all marketing actions, may restrict income and contribute to competitive behavior. Customers and suppliers might go for employment elsewhere if they don't get what they desire from one organization. Furthermore, if there is little or no rivalry and no one else is doing what the firm is doing, the corporation will most likely have significant influence and profits.

Walton may face competition in Bangladesh from various well-known brands, including Vision, Minister, and other overseas names. There are several contestants in this category. It will be challenging since established, well-known brands already offer electronic products in this category and have enormous fan bases. Tight rivalry among current businesses is a major reason why many new entrants fail. Furthermore, large firms in this area benefit from economies of scale, which they cherish and wish to keep.

2. Threat of new entrants: Additional entrants bring new capacity and a drive to acquire market share to the sector, putting upward pressure on pricing, costs, and investments. Restrictions on entry to specific businesses are a serious danger. The greater these obstacles are, the less likely additional players would join the game and the less danger current competitors will face. Patents, economies of scale, customer loyalty, capital needs, accumulated experience, and so on are examples. Several electronics companies in Bangladesh are well-known brands.

Electronic firms in Bangladesh, such as Vision, Media, and Minister, are developing new electronic items that are attracting clients in various ways. However, since Walton has already gained market share and will face stiff competition from other firms, the danger of new entrants to the domestic market will be minimal. On the other side, Argentina (the host nation) has a large number of well-known electronic distributors and businesses that have seized market share.

3. Threat of Substitutes: A substitute product fulfills the same need as an industry product by performing the same or similar functions differently. Customers are more likely to switch to alternative products/services in response to price increases when alternative products are available. This weakens suppliers' bargaining power while also reducing market diversity. It considers the number of competitors, the company's price and quality, as well as the profit margin of the competition, to see if they can cut costs even more. In Bangladesh, the threat of substitution is high because if the price of Walton electronics rises, people will stop buying it and look for a better alternative. Walton, a Bangladeshi brand that offers affordable prices on products, is targeting the midrange and low-budget market. As a result, they must protect their market by implementing a better pricing strategy.

On the other hand, if customers cannot afford their electronics products such as an air conditioner or an oven, they will switch brands or opt for a substitute such as purchasing a cooler or continuing the practice of heating food. The threat of substitution is also high in Argentina. We know that Walton Electronics imports the majority of their electrical component parts from China, and that as a Bangladeshi brand, they set up and assemble their products in Bangladesh.

4. Bargaining power of suppliers: This force analysis determines how much power and control the supplier has over the ability to raise or lower the price of goods or services purchased. It refers to the pressure that suppliers can exert on businesses by raising prices, lowering quality, or reducing product availability. The importance of supplier concentration cannot be overstated. They have more power the fewer there are. When a company has a large number of suppliers, it is in a better position. Switching costs, substitutes' availability, the strength of their distribution channels, and the uniqueness of the supplier's product are all factors to consider. Suppliers' bargaining power in Bangladesh is low because distribution houses are suppliers, and Walton continues to manage their distributors by sharing profits. Additionally, Walton electronics showrooms are located throughout the country. They do not deal with unofficial distributors or suppliers, so their products are not sold in local electronic stores. Walton appoints their own sales manager and sales executive, so suppliers are unable to negotiate.

5. Bargaining power of buyers: Finally, this customer force analysis is compared to the product market. Customers may leave a business or company under duress, affecting the customer's perception of price. Customers can switch from one to another, and they can easily compare prices by searching on the internet. Bangladeshi brands such as Singer, Minister, Vision, and others offer a 30% discount on all electronic products to entice customers to switch brands. These brands also offer a 10-year warranty and guarantee and a competitive price. They can switch between brands as they please. In this term, buyers have a lot of bargaining power.

Chapter 3:

Industry Analysis

3.1 Company Size:

Walton is a relatively new global electrical, electronics, vehicle, and other appliance brand that has continued to produce through several subsidiaries under the Walton Group headquarters in Bangladesh, which boasts one of the world's most well-equipped R & I facilities. Walton now employs over 30,000 people across 22 manufacturing hubs across its 700-acre plant complex. Based on market demand, the annual manufacturing capacity is 10 million units. Walton is a large professional manufacturer in the relevant sector with a strong reputation for producing electrical and electronics items at the lowest possible cost, with the best possible quality, design, and innovation.



(Factory of Walton situated at Chandra, Kaliakoir, Gazipur, Bangladesh)



(Walton Corporate Office situated at Bashundhara R/A, Dhaka, Bangladesh)

3.2 Brand Position of Walton:

Stages of industry maturity

	Embryonic	Growth	Mature	Aging
Competitive position	Dominant			
	Strong		Walton group	
	Favorable			
	Tenable			
	Weak			

3.3 Core Value:

Five core values of Walton are given below.

- The very first priority is the customer-
 - Customers' preferences are the strategic priority
 - In charge of after-sales service
- Competent ingenious brilliance--
 - Encouraged creativity and innovation by awarding prizes
- Quality and compliance criteria that are dynamic -
 - Produces high-quality items of international renown.
 - When it comes to compliance, there is no room for error.
- Demand facing predictive market position-

- Over 21,000 POS and service centers. o Expands efforts.
- Takes expanding initiatives
- o Our people, our family-
 - Provides the greatest working environment.
 - Takes numerous steps to improve the lives of its workers.

3.4 Sister Concerns of the Walton Group:

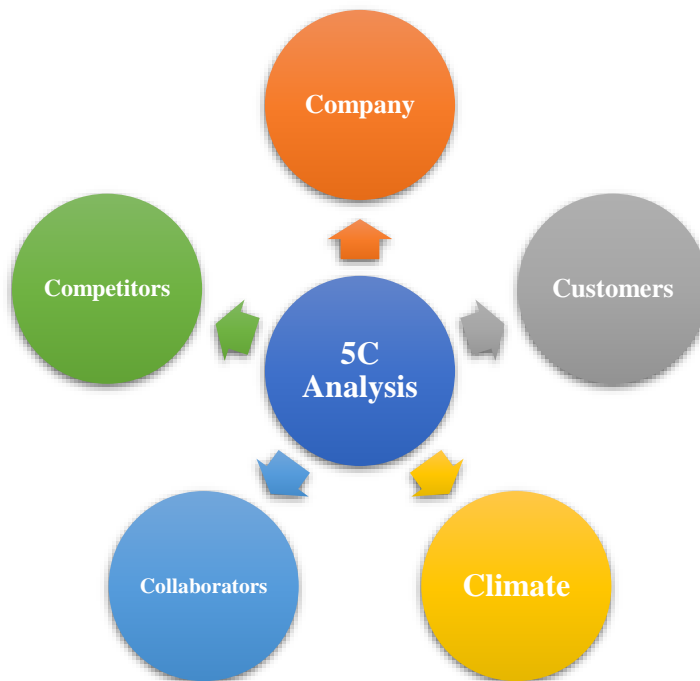
As of now, Walton comprises approximately twelve sister concern companies, making it a goliath of an electronics and electrical goods manufacturing conglomerate. Although the main three branches are Walton Hi-Tech Industries PLC, Walton Digi-Tech Industries LTD., and Walton Micro-Tech Industries LTD. All the sister concern companies are listed below.

- Walton Hi-Tech Industries PLC.
- Walton Digi-Tech Industries, LTD.
- Walton Micro-Tech Industries, LTD.
- Walton Chemical Industries Limited.
- R & B Group of Companies Limited.
- Skyroute Media Limited.
- Walton Corporation
- Walton Motor Industries Limited.
- Walton Plaza
- Walton E-Plaza.

- Walton Agro Farm and Industries.
- Walton Shipping and Logistics.

3.5 5C Analysis of Walton Group:

The 5C Analysis is a marketing methodology for analyzing a company's surroundings. It may give insight into the major success factors. 5C Analysis of Walton Group is illustrated below:



❖ **Company:**

- Obtain a financial return on the investment.
- This will contribute to Bangladesh's economic growth and development.
- Walton Group has a good position and is growing in terms of industry maturity.

- Walton's export percentage is between 91 and 100 percent.
- Walton's entire market share is increasing at a rate of 35% every year.
- The majority of the items come from Bangladesh.
- Walton's current product line numbers in the tens of thousands.

❖ **Customers:**

- Customers The customer study is extensive and complicated, and the future growth curve is also crucial.
- Because Walton is a multinational corporation, the advertising campaign it selects is suitable for demographic and regional settings.

• **Competitors:**

- LG, Transtech, Sharp, Mycell, Samsung, Hero Honda, and Bajaj are just a few of the companies that make motorcycles.
- The present business tactics of Luke S. Samsung or Sharp Walton are influenced by certain nations' own firms, such as Michel or some international electronics companies. Local businesses, on the other hand, continue to pose significant difficulties to international firms.
- What influence rivals may have on the Walton Group will be determined by future activities.
- Customers The customer study is extensive and complicated, and the future growth curve is also crucial.
- Because Walton is a multinational corporation, the advertising campaign it selects is suitable for demographic and regional settings.

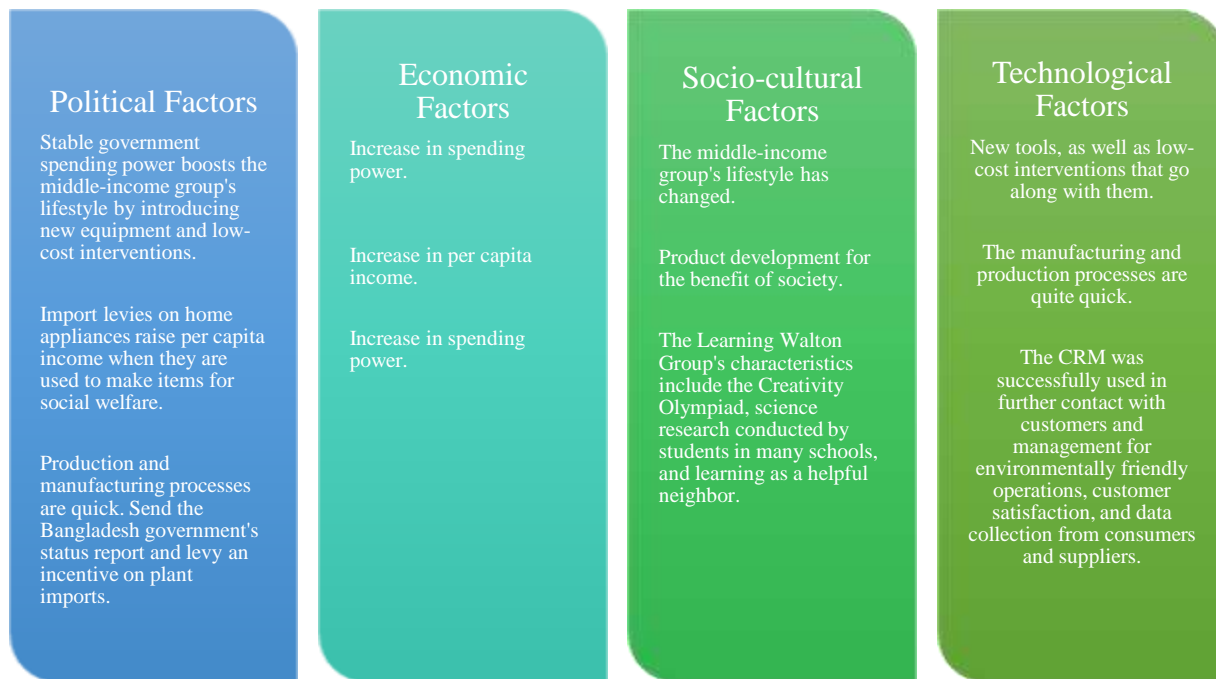
❖ **Collaborators:**

- Collaborators can help you generate more ideas and enhance your chances of making money.

- When Walton's manager notices an issue with the requirement for additional experienced workers, he or she can contact the recruitment firms.
- Every organization has an intermediary in the form of an agency.
- Walton has also acquired suppliers from both domestic and international sources. Suppliers provide the necessary raw materials for production.
- The seven sorts of Walton-linked providers are wholesalers, manufacturers, franchisers, merchants, exporters, importers, drop shippers, and independent craftsmen.
- Because of the external Bangladeshi business climate, where it is difficult to supply items on the schedule, Walton's distributors are critical.
- Distributors can assist in the development of positive commercial relationships.
- Walton is a subsidiary of the R.B Group, as well as a member of a number of international alliances and affiliates.
- **Climate:**
 - The political climate may change, but the equipment industry is unlikely to be affected. However, in Bangladesh, most institutions have financial difficulties following or before elections.
 - Bangladesh is experiencing a similar economic crisis.
 - Walton's efforts to interact and market himself have gained popularity.
 - Even in a developing nation like Bangladesh, technology is fast evolving, and all technology-related firms, like Walton, have adapted to this condition.

3.6 PEST Analysis of Walton Group:

PEST Analysis (political, economic, social, and technological) is a management strategy that allows a company to examine important external elements that affect its operations in order to become more competitive in the market. These four Walton Group categories, as defined by the nomenclature, are important to this paradigm.



3.7 Market Analysis:

Market Research Bangladesh has a strong interest in family unit products due to its growing population and financial prosperity. The fact that electricity is only available to around 60% of the population demonstrates that if energy is available throughout the country, interest will grow even more. Because the ordinary people of this nation are, for the most part, the sole producers of assets, such as Walton, fridges, coolers, and so on, they are extremely quick to respond to the demands of

this large business sector by offering aggressive prices. Walton's main objective is to take over the local market since they are currently trailing the market leader, LG-Butterfly. Whatever it is, they are also exchanging their possessions. They have clients in Myanmar and Bhutan so far, and they aim to expand into Africa.

3.8 Market Growth Strategy of Walton:

Walton, a leading corporation, employs a concentration growth strategy in which it aims to serve a specific product or market. This will aid in increasing market share by allowing more products to be sold. It will be able to affect massive economies by lowering its production costs and increasing its market competitiveness.

3.9 Concentration Strategy:

Walton applies three different concentration methods:

- **Market penetration:** This strategy aims to increase the number of items available in the same market. Walton can do this by increasing the product's demand and sales by expanding the advertising campaign.
- **Market development:** The purpose is to sell the same item at several locations. Walton may select new areas with a higher growth rate, bolstering the sales trend even more.
- **Product development:** This strategy targets current clients in the same market with new offerings. Walton may upgrade or modify its existing items to increase market penetration among existing clients.

Walton has grown more competitive in sales, market share, and other areas because of these strategies.

Benefits of the concentration method:

- It simply needs to look at one part's demands and goals before concentrating all of its efforts there.
- Changing resources can help to reduce costs.
- By employing a concentration strategy, it will be able to gain a strong market position.

Detriments of the concentration method:

- The firm has concentrated all its efforts in one department. If demand falls, the company's financial situation will suffer.
- Some activities may result in greater transportation expenses in some places.
- Dealing with big industry changes may be difficult.

3.10 Concentration Strategy:

Walton's competitive strategy is one of cost leadership, which implies that it provides high-quality products or services at cheaper rates than competitors. As a result, global market competition has increased. Walton needs to be extremely efficient, save money, and take advantage of technology to reduce overhead.

Walton must take the following actions to preserve his cost-leadership strategy:

- To keep manufacturing costs low, raw materials must be purchased at a cheaper cost than the competition.
- To keep its average cost low, Walton must maintain a high economic scale.

- Walton has to keep its transportation costs as low as possible to save as much money as feasible.
- It also requires highly trained personnel who can operate efficiently to save waste and money.

All of these methods will help Walton retain a strong cost leadership position while allowing for more market rivalry.

The cost leadership approach has the following advantages:

- Walton will suffer less if the market price decreases since it is already offered at a cheaper price.
- Due to its cost advantage, it will be sheltered from its competitors.
- Because of its low cost, it can sell things at reduced costs, increasing sales.
- The cheap price of Walton will act as a major deterrent to future entrants.

The following drawbacks exist in the cost-leadership strategy:

- Competitors must lower their prices through cost-cutting techniques.
- Customers may perceive that the product's quality is inadequate, so demand will not grow as a result of Walton's reduced prices.
- Walton's products and services are already reasonably priced, and as such, it will be unable to provide promotional reductions.
- Reduced expenses may not be lucrative for Walton since selling at a cheaper price result in lower profit margins.

3.11 Challenges in the competitive environment of Walton BD:

The Walton Group has entered a new phase of growth. This team must deal with several issues in today's world, including:

- Serving a larger number of consumers while preserving a healthy supplier-buyer relationship.
- lowering production costs and obtaining more raw resources from rural areas.
- To better satisfy varied requirements and demands, create creative and coordinated customer relationship management strategies.
- Priorities include attracting and keeping fresh people, as well as dispersing more team-based responsibilities, and enhancing the organization's flexibility.
- It's challenging to find the right individual for the right job.

Business strategies that have been re-defined: Walton's e-business strategy is still in its infancy. E-mail is no different from sending commodities, services, or software using some clever or handy method, such as "Paribahan distribution."

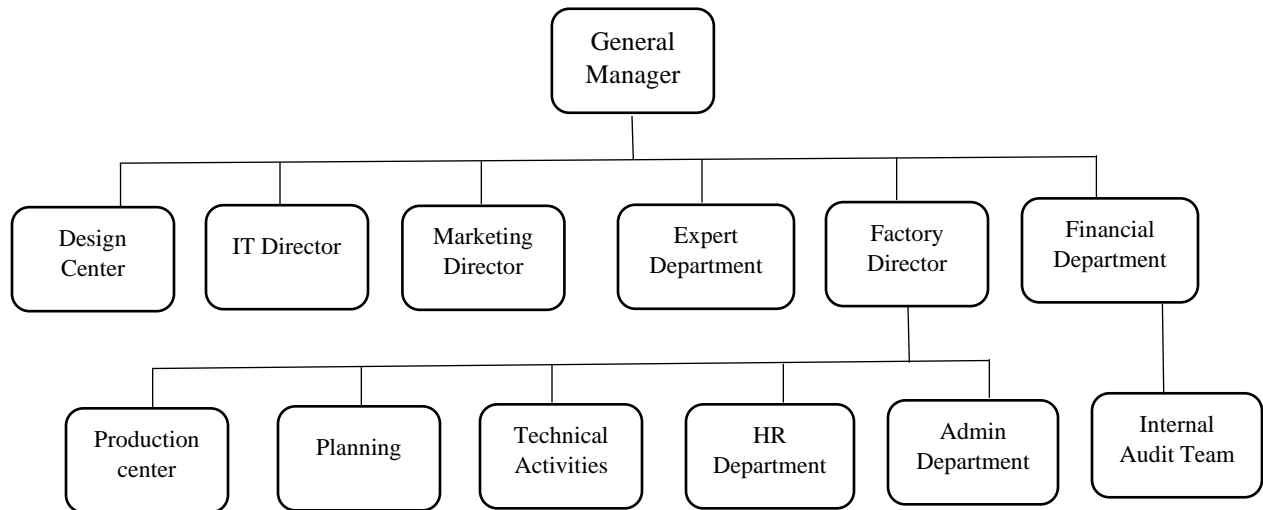
Increasing Diversity: As multinational corporations become increasingly global, Walton Group executives are confronted with greater diversity in the workplace.

The advantage in terms of competition: Walton Group can use it better than any other competitive firm in Bangladesh and create it at a reasonable cost with efficient effort as the country's first global corporation.

More feedback from customers: Walton's actions were initially product-oriented in 1978. Gradually, this attitude toward the product shifts to one of higher quality and greater customer service.

3.12 Organizational structure:

The Walton Group was founded on a broad framework that was supported by market conditions at the time, such as client demand. Walton's corporate culture, on the other hand, evolved.



Chapter 4:

Description of Main Duties

4.1 HRM department of Walton:

Human Resource Management (HRM) comprises all management choices and activities that have a direct effect or influence on the people or human resources of the firm. Human resource diversification, how organizations manage these resources, and employee satisfaction have increased attention in recent years. This newfound emphasis arises from the knowledge that an organization's people allow it to fulfill its goals, and that efficiently managing this human resource is critical to its success. They will face numerous challenges along the way due to the demands of the employees, the organization, and society. As a result, selecting the right qualified person at the right time allows the department to contribute to the organization's strategic goals. As a result, Walton's recruitment and selection planning and the process is a critical consideration for responsibilities and future goals analysis.

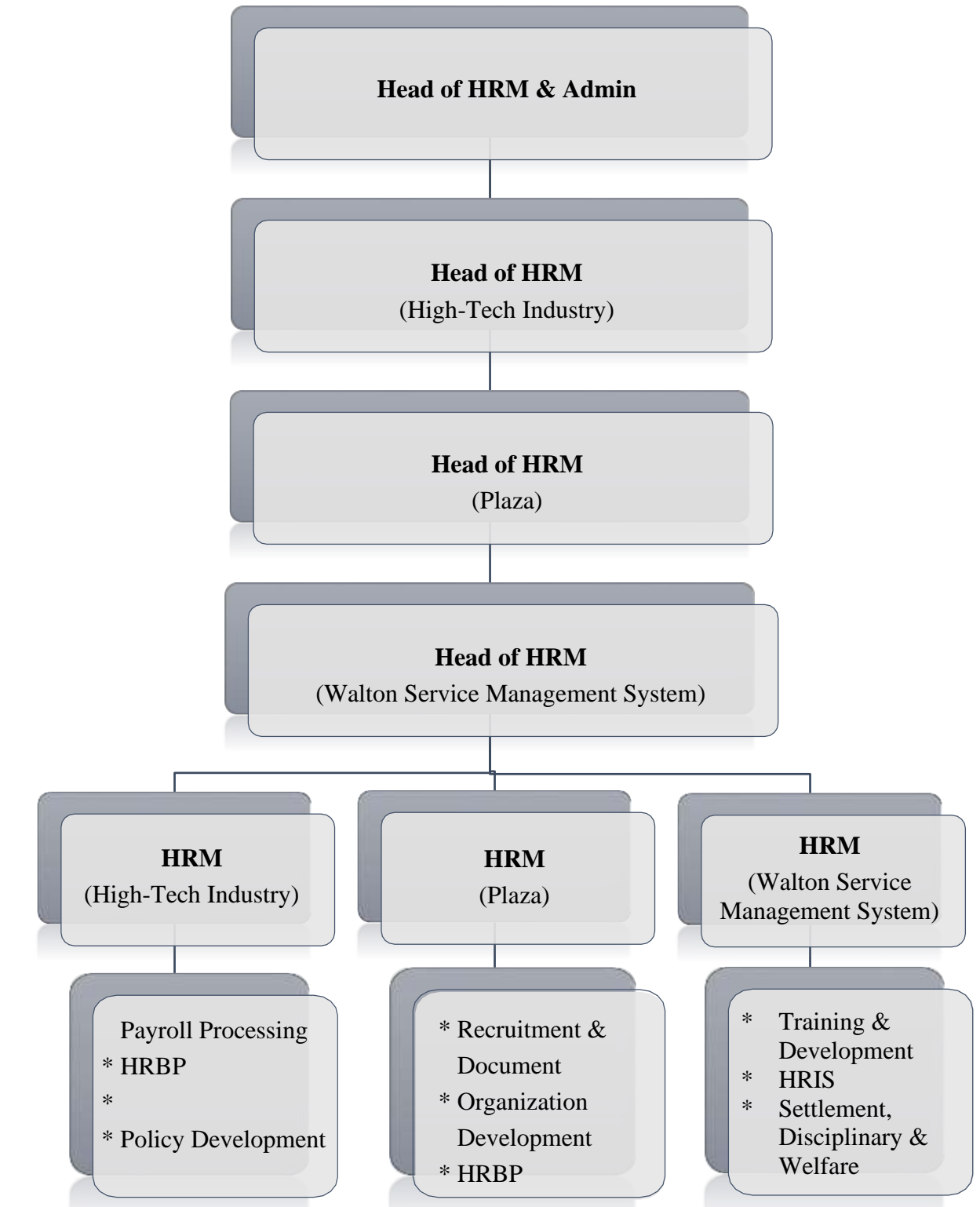
At Walton, recruitment and selection are done in a very specific and modern way. The procedure begins with the job requisition and concludes with the employee's final appointment. Walton frequently provides training to the recruitment and selection team in order to ensure that the process is completed successfully and efficiently. To put it another way, it follows a recruitment process designed to find the right people at the right time to help the company achieve its objectives.

Due to its asset and the scale of the organization, Walton does not have all of the territory of human asset the board practice. As a consequence, I've sought to summarize the issues and information I've gathered. HR department of Walton follows these human resource practices:

- ❖ Recruiting and Selection
- ❖ Training and Development
- ❖ Performance Evaluation
- ❖ Compensation Strategy
- ❖ Corporate Relationship

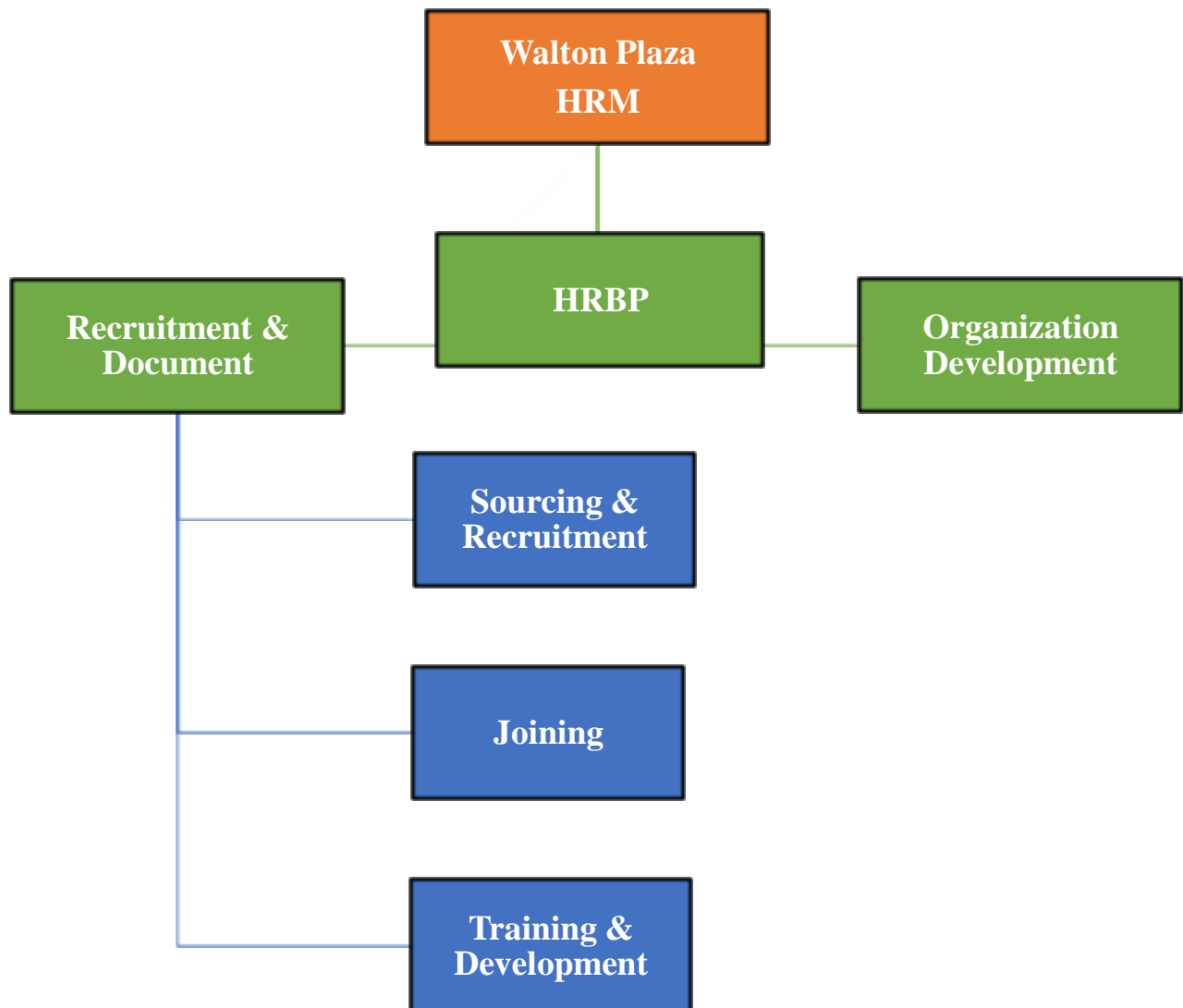
4.2 HR Organogram of Walton:

This is the current HR organogram of Walton:



4.3 HRM department of Walton Plaza

Walton Plaza is a sister concern of Walton Hi-Tech Industries. Walton has more than 500 plazas all over the country. Walton Plaza is a place where consumers can buy different types of products manufactured by Walton. To sell their products to the customer and to provide after-sells service to their customer, Walton needs to build plazas all over the country. For best outcome from each plaza, they need to recruit qualified employees. During my three months of internship, I was assigned at HR department of Walton Plaza.



4.3.1 Recruitment & Document:

Recruitment is the process through which organizations find and attract qualified candidates to fill open positions. Most firms constantly need to hire new personnel to replace those who leave or are promoted, learn new skills, and help the organization develop. When unemployment is low and economic development is robust, firms fight to attract the competent personnel they need to thrive, making recruitment even more vital. Walton Plaza recruits and selects employees using a unique, cutting-edge approach. Begin with the job request and conclude with the appointment.

Walton Plaza then conducts several training and development programs for workers to help them grow their talents. In some ways, Walton Plaza follows a recruiting procedure designed to place the correct individuals in the relevant jobs.

4.3.1.1 Sourcing & Recruitment:

Walton thinks that success is determined by the combined efforts of all workers. Walton Plaza's human resources department adheres to its complete legal, ethical, and practice policies and processes. They never consider their business policy or recruiting strategy. Planning underpins all management responsibilities. It serves as the foundation for the other three categories. Planning necessitates management assessing where and how the company's human resources are presently located. A suitable plan of action is devised and followed in order to meet the company's goals and objectives.

4.3.1.2 Joining:

This section outlines the specific joining procedures that must be completed by the new employee with the Human Resources Department of Walton Plaza. HR will be in charge of completing the necessary paperwork for those who join. New employees are usually given enough time to get up to speed. As soon as the new recruit receives the offer letter, the relevant HR will take the following steps. Notify the department's concerned head of the new entrant, including the expected start date. Coordinate requirements for lodging, furniture, and other items with appropriate authorities., if applicable, coordinate requirements for the following items with appropriate authorities.

4.3.1.3 Training & Development:

Walton's Development assignments will cover a wide range of topics. These include things like assessing training requirements, productivity consulting and development, presentation and interaction skills, management and supervisory training, and technical training approaches. Walton places a premium on employee training. All types of training are accessible, including orientation, internal Adding Value to Memory training, on-the-job training, off-the-job training, and group internal training.

Orientation: Each new employee at Walton receives their own training. Aside from the introduction of Walton's company culture, Walton provides different job training for different departments or positions to ensure that all newcomers adapt to the environment and expectations of the department.

On-job Training: Walton creates an "Annual Training Plan" for various departments every year. They choose internal instructors, learners, and welcome other employees to join the course for various training courses. Every department, with the exception of the annual training plan, has its own training course. Walton offers training plans for various types of employees.

4.3.1.4 HRBP:

The HR business partner's job is to make sure that Walton Plaza's human resource policies and procedures align with the organization's requirements, goals, and objectives. The HRBP focuses on the larger picture rather than handling day-to-day training, policy language, or the finer points of benefits packages and recruiting. Administration, management and compliance get less attention.

The individual in this job defines and directs Walton Plaza's 's human resources department's goals, concentrating more on strategy development than policy implementation. The HRBP ensures the HR strategy is integrated into the company's broader business strategy.

Neither a vice president nor a human resource manager is the human resource business partner. An HR business partner, on the other hand, is more of a consultant who works in human resources, establishing relationships and distributing resources across the company's divisions.

4.3.1.5 Organization Development:

Organization development (OD) is an endeavor that focuses on increasing Walton Plaza's capabilities via the integration of strategy, framework, employees, rewards, measurements, and management procedures. It is a technical, interdisciplinary discipline rooted in psychology, innovation, culture, social sciences, continuing education, human resource management, project management, organizational performance, research analysis and design, and more. Organizational development is a continuous, systematic, long-term process of improving organizational effectiveness, solving challenges and improving performance.

4.4 My internship area:

During my three months of internship, I was assigned at 'Sourcing & Recruitment' section of HR department of Walton Plaza. Sourcing is the proactive search for qualified job candidates for open positions that are currently or will be available in the future.

4.4.1 Working Period:

The three-month internship at Walton is a full-time program. For this reason, as an intern, I am required to work six days a week, from 9 a.m. to 6 p.m., and I am occasionally required to work longer hours. This is for the sake of appropriate learning.

4.4.2 Related works:

Walton has established itself as a trusted name for customers. It is a manufacturer and distributor of electrical and electronic equipment established in Bangladesh, and it is one of the country's leading electrical equipment manufacturers. The benefit of doing an internship at Walton is that interns receive the same level of attention as regular employees. As a result, I believe that doing an internship at Walton gave me new ideas and helped me understand the work. WALTON

employs a unique, specific process for recruitment and selection. It begins with a job application and concludes with a meeting. In some ways, Walton employs a hiring procedure designed to place the right people in the right positions.

Here are some important tasks that I often accomplish during my internship:

- Coordinate regular batches.
- Collect and sort CVs for recruitment.
- Update CV and HRMS programming.
- Take an initial interview and let them know the rules and conditions of the job.
- Attend HR viva with HRBP and area managers.
- Take Written Test for the primarily selected candidates.
- Take IT and Motorcycle Test for the candidates who selected for written exam.
- Job Fair and Walk-in-interview related works
- Make birthday and farewell cards for Walton Plaza HR professionals
- Make videos for Walton Plaza

4.5 Coordinating regular recruitment batch:

To recruit the right candidate for Walton Plaza, HR department conduct regular batches for recruitment. Recruitment is important in HR management since it guarantees that workers who want to join the firm are a good match for it, as well as demonstrating the organization's professionalism from the time a potential employee wants to join.

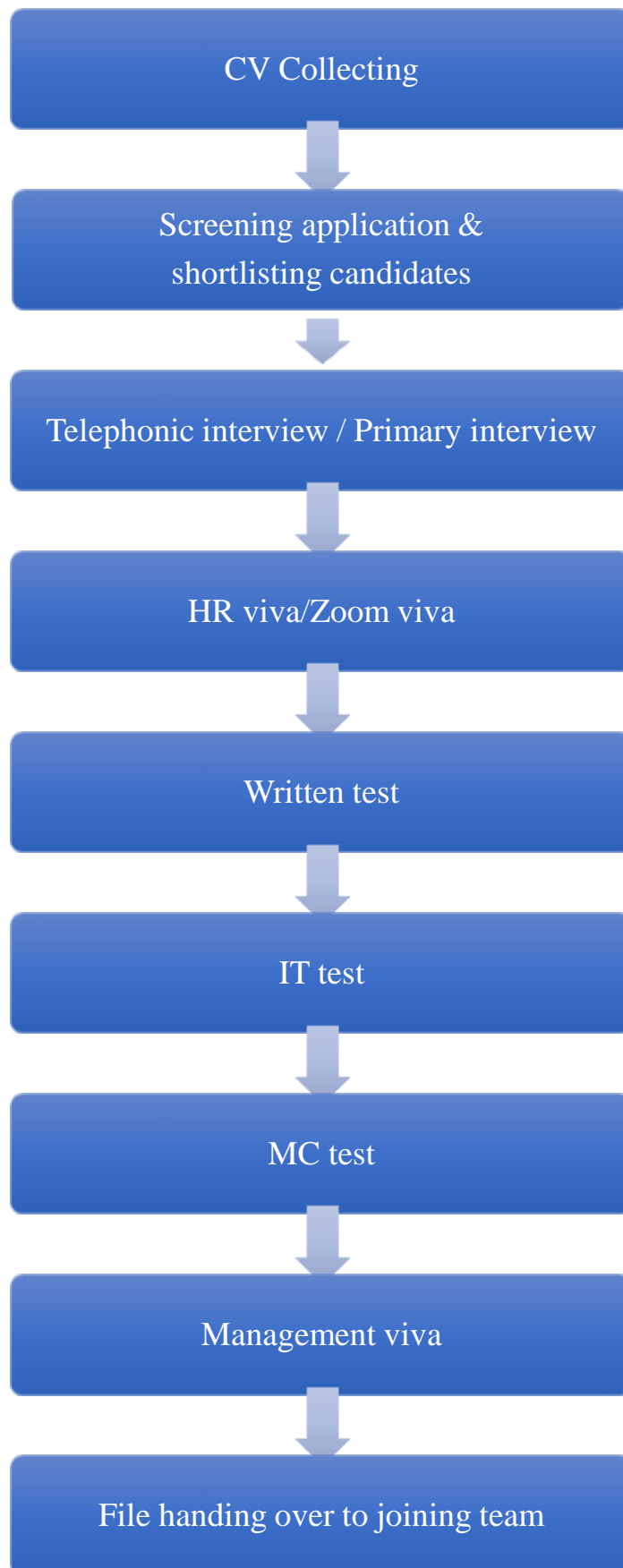
During my internship, I have conducted three regular batches and finally selected 14 candidates for different plazas all over the country. For conducting a new batch Walton Plaza HR follows some steps to recruit a candidate finally. To recruit each candidate, I had to follow some guidelines provided by my supervisor. I followed the rules, regulations and policies strictly during conducting a batch.

4.5.1 General recruitment policy of Walton Plaza:

- No employee in any category may be recruited unless the competent authority has approved the position in writing, and Walton Plaza may recruit no person under the age of 18.
- In the Walton Plaza, there is no such thing as forced labor..
- All Walton Plaza positions are filled to meet the minimum qualifications and position requirements.
- Walton Plaza provides equal and nondiscriminatory opportunities to all employees. Religions, castes, faiths, gender, or regional considerations have no bearing on the choices made.
- According to Walton Plaza, fair judgment is one of the most important criteria for attracting the best talent.
- Increments and promotions can be given solely based on individual performance and efficiency, with no discrimination.
- Maternity benefits for female employees are provided in accordance with country law.
- Except as law requires, the company may rehire no dismissed employee.
- A person who has been convicted of criminal offences by a court of law will not be considered for employment unless management gives notice.

4.5.2 My tasks for conducting batches:

The selection and recruitment process of Walton Plaza is a very modern HR process of recruiting. For conducting a batch, I always had to maintain the recruitment process strictly. The recruitment and selection process of Walton Plaza that I had to maintain is showing below:



4.5.3 CV Collecting:

To conduct a batch, at first, I had to collect the CVs. CVs can be obtained mainly from two different sources:

- **Internal source (within the organization):**

Existing employees are likely to know companions, relatives, or colleagues who could effectively fill the opening. Approaching it can be a very effective recruiting tactic, but it will almost certainly anger other laborers who want to be considered for the job. We have collected CVs from different internal sources.

- **External source (outside the organization)**

Collecting CVs from outside the organization is referred to as an external source.

Advertising: Newspaper advertising is a common formal recruitment strategy. Because the advertisements in the daily newspaper are available to everyone, they do not discriminate against any group when disseminating information about job openings. Individuals looking for work and an obvious goal draw in individuals looking for work to apply for a job in a specific company. Newspaper ads, on the other hand, reach a much larger audience. A well-designed enlightening advertisement can help persuade individuals who are not interested in applying for a job to consider the company later when they are interested in unused work. Walton Plaza receives CVs by advertising in different newspapers.

Internet work sites: In recent years, internet recruitment has

grown at an astounding rate. Companies recognize that Internet recruitment is much less expensive and faster than traditional methods. It is the most affordable way to reach a national or global audience of candidates for the position. Human resources directors and investigation specialists

WALTON এ ক্যারিয়ার গড়ুন

দেশের একমাত্র মাল্টি-স্টেজড রেফ্রিজারেটর, এয়ারকন্ডিশনার, মেট্রিসাইকেল এবং টেলিভিশন উৎপাদনকারী শিল্প প্রতিষ্ঠান ওয়ালটন গ্রুপ এর অফ প্রতিষ্ঠান ওয়ালটন হাই-টেক ইন্ডাস্ট্রিজ লিঃ এ নিম্নবর্ণিত পদসমূহে দক্ষ ও অভিজ্ঞ লোক নিয়োগ দেয়া হবে :

১. সিনিয়র অফিসার (অফিসার)ঃ পদের সংখ্যা-১০

যোগ্যতা ও অভিজ্ঞতাঃ এমকম/এমবিএস ইন একাউন্টিং। সিএ(সিসি) কোর্সসম্পন্ন প্রার্থীদের আবেদন করা হবে। অফিসি কাজে তিন বছরের বাস্তব অভিজ্ঞতা থাকতে হবে। বাংলাদেশের যেকোন জেলায় কাজ করার অগ্রাহ্য থাকতে হবে। বয়স অনূর্ধ্ব ৩২ বছর।

২. সেলুল অফিসার (ওয়ালটন প্রাজা)ঃ পদের সংখ্যা-৫০

যোগ্যতা ও অভিজ্ঞতাঃ এইচএসসি/সিবি। ইন্ডাস্ট্রিয়াল, হোম অ্যাপ্রায়েন্স, মোবাইল ফোন শে-লুমে সেলুলের কাজে অভিজ্ঞতাসম্পন্ন প্রার্থীদের আবেদন করা হবে। বাংলাদেশের যেকোন জেলা/খানায় কাজ করার অগ্রাহ্য থাকতে হবে। কম্পিউটারে ভালো দক্ষতা থাকতে হবে এবং মেট্রিসাইকেল চালানো জানতে হবে। বয়স অনূর্ধ্ব ২৫ বছর।

৩. ডেপুটি ম্যানেজার টেকনিসিয়ানঃ পদের সংখ্যা-১০

যোগ্যতা ও অভিজ্ঞতাঃ এইচএসসি/সমমান। দ্বাবদি পতর প্রসবকালীন পরিচর্যার কাজে বাস্তব অভিজ্ঞতা থাকতে হবে। ডেপুটি ম্যানেজার কাজের অভিজ্ঞতাসম্পন্ন প্রার্থীদের আবেদন করা হবে।

যোগ্যতাসম্পন্ন অগ্রাহ্য প্রার্থীদের আবেদনপত্রসহ গ্রীকন বৃত্তান্ত, সত্য ভোলা এক কপি রসিদ পাসপোর্ট সাইজের ছবি, প্রাতিষ্ঠানিক শিক্ষার সনদপত্র (সত্যপ্রতিষ্ঠিত) এবং জাতীয় পরিচয়পত্র/জন্ম নিবন্ধন এর সত্যপ্রতিষ্ঠিত ফটোকপি সহ নিম্নোক্ত ঠিকানায় বিজ্ঞাপন প্রকাশের ১৫ (পনের) দিনের মধ্যে আবেদন করার জন্য অনুরোধ করা যাচ্ছে।

আবেদনপত্রে এবং খামের উপর অবশ্যই পদের নাম ও নিজ জেলার নাম উল্লেখ করতে হবে।

দরখাস্ত পর্যালোচনার ঠিকানাঃ নির্বাহী পরিচালক, মানবসম্পদ ব্যবস্থাপনা বিভাগ, ওয়ালটন হাই-টেক ইন্ডাস্ট্রিজ লিঃ, ১০ নিলকুশ বা/এ, ঢাকা-১০০০, অথবা গ্রিণ্ড ব্লক না-৫৭০, ঢাকা।

see more focus of Internet-based bargaining. As a result, Walton Plaza gathers CVs from online sources. One of them is bdjobs.

Job Fair: This is yet another excellent source of CVs. Walton Plaza organizes job fairs in various locations throughout Bangladesh. Interested candidates attend in different job fairs, drop their CVs Walton Plaza has already held job fairs in Mymensingh, Cumilla, Chattogram, Jashore, Rangpur, and Rajshahi.

Walton Plaza: Walton Plaza often collects CVs from different plazas all over the country. Interested candidates submit their CVs to the Manager of Walton Plaza, then the Manager of that plaza forward the CV to the Walton Plaza HR Department.



4.5.4 Screening Application & shortlisting candidates

As Walton Plaza follows a recruitment process developed to select the right people at the right place to achieve organizational goals, so screening the right candidate's profile is an essential task for recruitment. I always matched the profile with HR requirements for shortlisting candidates. Few things I had to consider for this, such as educational qualification, age, work experience etc.

4.5.5 Telephonic interview:

This is the initial and primary interview of the candidates. To confirm and check their interest on the job is the main purpose of this step. I had to call the candidates and ask a few questions regarding the job to know about the candidate's interest and demand. The questions I asked during the telephonic interview was:

- ❖ Are you interested in (Position)? If No, Any Preference?
- ❖ Can you ride motorcycle?
- ❖ Do you know how to operate a computer?
- ❖ Do you know the basics of MS Office?
- ❖ Can you join anywhere in Bangladesh?
- ❖ Are you agree to do your duty according to operating unit?

4.5.6 HR viva/Zoom viva:

After the primary interview, I had to select the primarily selected candidates. Then I had to send them a message using mobireach where I sent details about Zoom interview link. Then I had to take their HR viva on Zoom. I took the HR viva with an HRBP and an Area Manager of that relevant division. We asked different questions related to their education, work experiences and expectations. Then we had to select the perfect candidates to attend the final interview.



(Here is the photo of HR viva where I was taking interviews with an HRBP and an Area Manager)

4.5.7 Written, IT & Management Viva:

After conducting the HR viva, I had to fix a date and inform the selected candidates about their written, IT and final interview. These exams and viva are held in Walton Corporate Office situated in Bashundhara, Dhaka. I had to take their written exam, IT test and Motorcycle test. Only passed candidates from written exam, IT and motorcycle test can attend the Management viva, also known as final viva.



(A photo where I was invigilating written exam)

After the examination, I checked to see if the candidates met the desired requirement. If you are chosen, take care of it and pass it on to the next procedure. If not, separate the sheet from the sheet that is currently selected. After completing the procedure, I saved the update of all the candidates who were selected and eliminated with appropriate remarks for future queries. It is critical to save the resumes of rejected candidates with the correct date and name for future reference. And I'm doing the same thing. Before beginning the interview, I brief all the candidates on the interview system. Also, describe the entire interview process. Then I coordinate the management of viva, while also taking care of the environment.



*(Photos of selected candidates from Batch B210, B217, B218 with batch coordinator
Md. Muhibur Rahman)*

After that, candidates who pass the final viva are successfully selected to join in our Walton Plaza for different positions according to their education, performance, and job experience. Then I hand over the joining documents to the selected candidates. Then I describe the joining documents and let them know how they must fill out these joining documents.

During my three months of internship, I have successfully coordinated three batches. The name of batches I coordinated for are: B210, B217, B218.

4.5.8 File handing over to joining team:

After successfully selected the right candidates, I had to prepare their files, I had to compile the list of selected candidates and forward it to the joining team for additional consideration. After preparing a list of candidates to join, it is important to communicate with the candidates. I also instruct them the joining formalities to finish the joining process. Then finally I hand over the files to joining team for further process.

4.6 Job Fair related works:

Walton Plaza organizes job fairs in various locations throughout Bangladesh. To conduct a job fair I had to work the followings:

- Prepare joining documents
- Prepare question and answer scripts
- Input exam and viva marks in excel sheet
- Prepare the result of a particular job fair
- Sort-out the selected candidate's file
- Make approval sheet for selected candidates
- Retake IT test of failed candidates
- Prepare retake candidates' attendance sheet and joining documents
- Describe briefly about joining documents
- Call selected candidates to collect their joining documents

4.7 Graphics design:

During my internship period, I often had to do different type of graphics design related works. Followings are the graphics related works that I have to done:

- Birthday cards for Walton Plaza employees
- Happy new year cards for Walton Plaza
- Farewell cards



(Here are some of my graphics designs for Walton Plaza HR department)

4.8 Video editing:

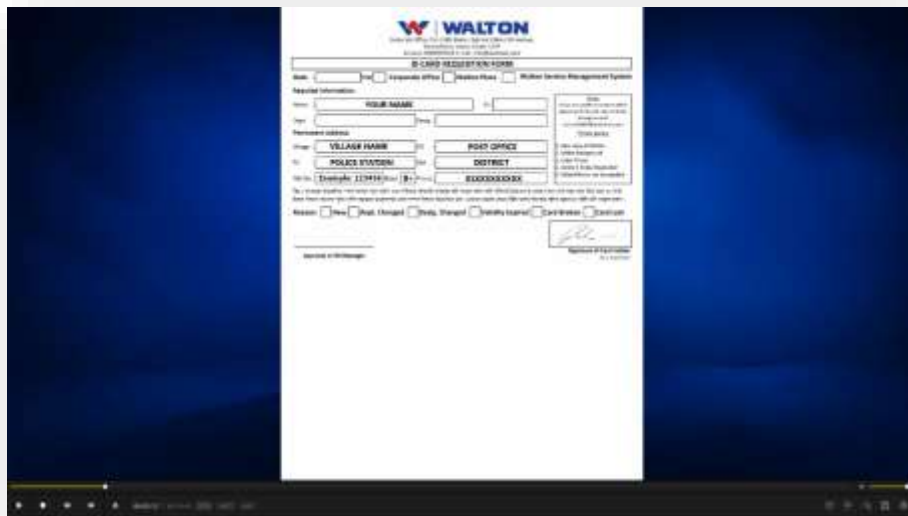
As I am a professional video editor, I also made different types of videos for Walton Plaza. My supervisor and seniors directed me to edit those videos. I made a video for Training &

Development sector of Walton Plaza HR department that was appreciated by all of my seniors and supervisor. The video was for 'Future Area Manager & Credit Monitors' Development Program 2021'.



(A screenshot of the video I made for 'Future Area Manager & Credit Monitors' Development Program 2021')

I also made a video of joining documents fill-up, where I showed the step-by-step process on how to fill up the joining documents. This video has helped a lot of candidates to fill up the papers appropriately.



(A screenshot of the instructional video I made for filling up joining papers)

4.9 Other works:

Some other works I had to do during my internship period:

- Made attendance sheet for the written, viva, and computer tests.
- Before beginning the recruitment process, I made the top page for the interview assessment form, as well as a variety of terms and conditions and their exam's paper.
- Assisted for preparing examination questions and papers.
- After the test was over, I checked to determine whether the applicants matched the required criteria. If you are picked, take care of the situation, and go on to the next step. Separate the sheet from the sheet that is presently chosen if it is not already separated.
- I saved the update of all the candidates who were selected and eliminated with proper remarks for future queries.
- Before beginning the interview, I brief all the candidates on the interview system. Also, describe the entire interview process.
- I helped to run regular batches of written tests, Viva, IT tests, and so on, while also keeping an eye on the environment.
- Communicated with members of the various departments.
- Communicated with candidates regularly to get their updates for joining.
- Made approval sheet for different batches.
- Made top sheets.
- Rejected applicants' resumes must be saved with the right date and name for future reference. It was also something I did.
- Prepared files and send them to archive room.
- Update CV bank regularly.
- Communicated managers from different plazas to solve different HR related issues.

Chapter 5:

Description of Main Duties

5.1 Lessons learned from the internship program:

My internship at Walton has come to an end. I am grateful to Allah for allowing me to start my career with such a prestigious organization. Walton is the first multi-staged refrigerator, freezer, air conditioner, television, and motorbike technology firm in Bangladesh and South Asia, and it is widely recognized as one of the region's most sophisticated production facilities. I worked with Human Resource Management and tried my hardest to work within my constraints.

During my internship, I learned several incredible lessons. Here in Walton, I've had the opportunity to master a variety of skills that will serve me well throughout my life. So far, all of the Walton staff I've met have been fantastic. They are naturally cooperative. As a result, learning got more easier for me.

- **Teamwork:**

The first point I'd want to make is the importance of teamwork. My internship experience was not like my undergraduate assignment, where one individual did all of the work and the grades were distributed evenly. This is more professional in Walton, and everyone must play their part quite well in order to complete a work and obtain the finest potential result. During my internship, I learned how to work as part of a team rather than focusing solely on myself.

- **Communication ability:**

My internship provided me with the opportunity to meet a large number of new people. Meeting them was not difficult, but it did improve my communication skills. Even though I was a little bewildered at first, I eventually had it figured out. This talent will be useful to me throughout my professional career.

- **Time Management:**

Previously, I could just miss a lesson due to personal concerns. During an internship, which was almost the start of my working existence, I didn't keep track of my absences on a regular basis. Walton's on-time arrival approach taught me to be time sensitive and prompt. During my

internship, I learned the value of time. Everyone in Walton values every single minute. They become the ultimate gainer by maximizing their use of time. Punctuality also taught me responsibility and professionalism.

- **New Skills:**

Throughout my internship, I picked up a lot of new skills. I learned Excel, PowerPoint, and a variety of other software-related skills that will come in helpful in the future. Most importantly, I have improved my communication skills, which will be extremely beneficial to me.

- **Problem Solving Ability:**

Throughout my internship, I realized that I would be confronted with a variety of problems. I had to cope with a lot of them, and as a result, I gained problem-solving abilities.

- **Workplace Ethics:**

Employers desire to work with people who have strong moral and ethical values. At Walton, I got the opportunity to work with individuals who had outstanding work ethics and learn from them. Determination, professionalism, discipline, and collaboration were among the lessons I acquired. I realized how critical it is to complete duties on time. Being motivated and professional, I learned, qualifies you for the job.

- **Adaptability:**

This is one of the most important things I've learned during my internship. One of the most important soft skills for a human being is the ability to adjust quickly. This internship taught me how to adapt to a new situation.

- **Responsibility:**

One of the most important soft skills that we frequently neglect is responsibility. My internship taught me to be responsible for my choices and how I complete the duties I was given.

- **Step out of my comfort zone:**

An internship provides me with the opportunity to explore new things. Trying new activities allowed me to push myself. I would accept any assignment assigned to me, even if I had no idea

what I was doing. I simply tried things since it was the ideal time for me to groom myself. Even if I loathed certain things, I would complete tasks.

- **Learn to accept constructive criticism:**

Many times, people will be chastised for the duties they do. I've also been chastised once or twice. But I handled it professionally because I understood that whatever happened would help me grow up in the future.

5.2 Company Level Analysis:

During my internship program, I worked for Walton Plaza's HR department and did my best to work within my restrictions. At the time, I saw several beneficial aspects of Walton's company culture, which I've highlighted here.

- **Respect your teammates:**

With the phrase "Respect your colleagues," Walton has created a platform for varied human capital and a mutually trusting relationship.

- **Never be another grapevine, always strive for advancement, and always be optimistic:**

To avoid being overpowering, they always promote optimism and encourage their personnel to be passionate and forward-thinking.

- **Be creative and intuitive, and accept entire responsibility for your work:**

Their major strength is the creativity and innovation of their human capital. Walton has a strong creative team that is proud of their work and strives for advancement.

- **Make a socially responsible decision:**

Walton has a strong corporate social responsibility culture that helps its employees and the surrounding communities, the environment, and stakeholders.

- **Maturity and empathy are synonymous:**

Walton encourages its employees to sympathize with the feelings of others in order to cultivate a humanistic and mature workforce.

- **Contributions must be counted:**

Walton promotes a welcoming work environment for its employees. They are trustworthy and dedicated to the organization. Their impact is widely acknowledged, and it serves as the driving force behind their value development process.

5.3 Market Level Analysis:

Bangladesh has a high demand for home goods due to its expanding population and economic progress. The fact that only roughly 60% of the population has access to power demonstrates that demand will increase if it is available throughout the country. Because the people in this nation are primarily price sensitive, Walton, as the sole producer of refrigerators, freezers, and motorcycles, is eager to answer the need of this significant market by offering low pricing. Walton's key objective is to get a share of the local market since they are currently trailing market leader LG-Butterfly. They do, however, export their products.

For consumer markets, this corporation has primarily two key segmentation factors. They are demographic segmentation and behavioral segmentation.

5.3.1 Market Segmentation:

Segmentation is one of the most important parts of marketing strategy. The practice of identifying and targeting a certain market is known as market segmentation. It is the process of dividing a market into distinct buyer segments. For a number of causes, markets might be fragmented. Market segmentation involves factors such as demographics, geography, behavior, and psychographics.

Walton focuses mostly on the demographic basis. Walton's demographic base comprises people of all ages and income levels. Walton divides the age group into three categories: younger, adult, and elderly generations. They divide the income group into two categories: low-income and middle-income.

- **Demographic Segmentation:**

Here, the corporation places a strong emphasis on customer income.

- a) **Income:** They split a market into distinct income categories based on income.

- **Behavioral segmentation:**

It is the process of categorizing individuals based on their conduct.

The corporation placed a strong emphasis on the benefit and status of the customers.

- a) **Sought Advantages:** They split the market into categories based on the benefits consumers want from the product (quality, service, economy, convenience, and speed).

- b) **User Status:** Non-users, ex-users, prospective users, first-time users, and regular users make up Walton Bangladesh Ltd.'s market. They want to re-engage and retain regular users, as well as attract and re-engage targeted non-users and ex-users.

5.3.2 Target Market Strategies:

Walton makes a wide range of electric and electrical products. They have a variety of target clientele in mind for their varied products. They target the elderly and the poor, for example, and equip them with simple phones that suit their basic needs. For people who like entertainment, they provide multimedia phones. Customers using Android smartphones were then given the Primo series, which is easier to use.

5.3.3 Positioning Strategy:

In the electronics sector, Walton employs a competitive positioning approach to stay ahead of the competition. They have highly skilled marketers who do all they can to establish a positive image in the eyes of their consumers.

5.4 Professional Level Analysis:

Walton is a leading producer of technical equipment in Bangladesh, with a reputation for producing trustworthy and high-quality products. Taking an internship at a business like this is a great way to get useful experience. Despite the fact that we have received a great deal of information throughout our four years of institutionalization, the goal of this internship program is primarily to provide us with real-world experience. Walton has taught me a lot in the last three months. I was employed as an intern in the Human Resource department of Walton. For this, I am thankful to Walton for allowing me to intern in such a competent department, as well as to my supervisor, who guided me during my internship and helped me develop new skills.

5.4.1 Interaction with Supervisor:

Walton has a pleasant setting. My supervisors were always nice and never unpleasant to me. I listened carefully to what they said and completed all the tasks that were assigned to me. My supervisor attempted to teach me the fundamentals of business life, and I listened intently and with respect. They teach me a lot. They've always corrected me when I've made a mistake. I can't think of a single time when they misbehaved with me. My interactions with my supervisor were largely positive, and my colleagues were quite helpful throughout my internship.

Aside from work, I learned about their personal lives. Now that my internship is done, I can say that I have made some new friends and family members in addition to my colleagues. It was a pleasure to work with them.

5.4.2 Difficulties I have dealt with:

Because my coworkers and supervisors were nice and helpful, I was able to enlist their assistance in most of my problems. I didn't know anything about MS Excel when I started my internship. However, I was given an Excel-related work. After then, a coworker of mine assisted me throughout the project. The majority of the challenges I've encountered have been technical in nature. And it has something to do with Microsoft Office. Despite the fact that I learned the

requisite skills via viewing videos. The most tough situations I encountered while working as a brand coordinator. There were a lot of things I didn't understand. But, with the support of my supervisor and coworkers, I was able to resolve all of the issues and produce really excellent results. The most challenging part of the process for me was creating a logo for their new brand. But, once again, with the aid of technology, I was able to overcome the challenge.

5.4.3 Experience vs Expectation:

During my internship, I had an excellent time. Prior to beginning my internship, I assumed that all I had to do was photocopy and scan. But, thankfully, I was mistaken. I ended up doing a lot more work than I anticipated. To be honest, I didn't have high hopes for my internship. I expected to be assigned photocopy, scan, and data entry tasks. Although I was needed to do such tasks, I was also engaged in projects that demanded a higher level of analytical ability. As a result, my internship term was a fantastic success for me.

In addition, I anticipated a tense and rigorous working atmosphere. I never anticipated my superiors to be friendly with me. For my elders, I even considered using Sir/Ma'am. However, the experience was rather different. The elders were kind and usually helpful, and I was told to address them as Bhaiya/Apu rather than Sir/Ma'am. I anticipated that working at an office for such a lengthy period of time would be difficult for me. But the atmosphere was so relaxed and welcoming that I never felt claustrophobic.

In addition, the whole internship term provided me with valuable real-world experience. Even when the setting is pleasant, they expect to complete the assignment. If the performance is excellent, everything is OK. We could have an issue if it isn't. I didn't get a true taste of it since I was an intern, but I've seen what may happen if I don't produce at a basic level. I don't see that as a negative since it's not unreasonable to expect the task to be completed. Overall, the whole event was one to remember.

5.4.4 Influence in my career Plan:

Internships are a fantastic method to get experience and advance one's career. My internship allows me to discover what I am excellent at and what I was born to do. I've gained a lot of job experience during my internship. I even assisted in the development of the new brand. This will undoubtedly increase my morale, prompting me to seek out even better employment opportunities where I can excel. As an intern, I am exposed to real-world situations and gaining experience in the field. As a result, I'll consider a career path in which I can thrive. I'm getting to work with a number of different folks at Walton. In this approach, I'm forming a network that will aid in my career planning.

Chapter 6:

Conclusions & Recommendations

6.1 Recommendations:

It would be recommended to Walton Plaza to strengthen its Recruitment and Selection Process in order to remain competitive. Because the market is always evolving, there will be a necessity for fast-changing skill requirements. In order to attract technophiles, the corporation should also give more technologically advanced items. It might also put a greater emphasis on the marketing industry, with a particular attention on how Walton can be promoted to the current youth as well as the middle class. It might also provide more incentive plans, such as stock ownership choices, and more flexible work arrangements, which would appeal to a larger pool of job seekers.

Taking some findings of the study into consideration, the following recommendations are being made to make the recruitment process more effective.

- HR managers must be aware of all information provided on the applicant's resumes in order to avoid wasting time and money interviewing the wrong candidates.
- They should keep their questionnaire up to date on a regular basis.
- Employees can be sent to important corporate seminars and workshops for better experiences, and more advanced training and seminars can be arranged for them.
- While the current management is excellent, the Walton Group should strive to improve their management style in order to meet global challenges.
- During the recruitment process, I noticed that the organization's advertisements are limited, which is discouraging to young, bright domestic candidates. If an organization makes advertisements available on the internet and in the newspaper. A large number of candidates are interested in working for this company.
- A helpline should be established to respond to applicants' inquiries, and a thank-you letter should be sent out, along with a tracking ID and instructions if the applicant forgets his or her password.
- In order for applicants to receive necessary assistance while registering in the job portal, instructions for registration and profile updates should be provided in the job portal.
- Giving instructions to applicants can encourage them to provide accurate information.

- To attract potential candidates, the job portal should be more user-friendly and error-free, and the recruitment portal should be more popular on social media sites such as Facebook, LinkedIn.
- Because HR activities are underutilized in Bangladesh, Walton, as a leading company, should set an example with its HR policy. It is necessary to make use of the new and updated HR tools in this situation. More organization is required in the reward system. In order to deal with employee turnover, more steps should be taken. It's critical to organize the workforce.

6.2 Conclusions:

Technology-based organizations are one of the fastest expanding industries in Bangladesh, and Walton Group is a well-known company that has made significant contributions to the country's economy. Walton's primary goal is to serve its consumers with the greatest and highest quality goods possible. Every day, their bosses and senior management work hard to ensure that their consumers are satisfied.

To achieve a greater output from their workers, they not only offer training, but also various sorts of incentives and reward packages, so that employees are motivated to perform to the best of their abilities at work. They seek to compete with the world's most powerful international and multinational corporations. The most crucial aspect is that Walton has strong departmental coordination and an efficient human resource. It has an excellent reputation in the business sectors both domestically and globally.

So, even if it's for a short time, being a member of such a recognized organization means a lot. During this relatively short amount of employment, I became quite devoted to this organization and had several opportunities to learn new things about the corporate work environment. Throughout the process, everyone at HRM was really supportive and helpful.

They constantly disregarded my little errors and encouraged me to try harder to overcome them. Through this report, I received a bundle of practical experiences working in an HR department of such a well-known and major firm, which no doubt expands my understanding of HR operations. It gives me great pleasure to work with such an excellent HR team of Walton Group.

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Appendices