

Internship Report on
“Overview of Walton Hi-Tech Industries Ltd.”



submitted to

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

Submitted by:

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

Abdullah Al Emon;
ID: 170061060

Department of Business and Technology Management
Islamic University of Technology

Approved by:

S.M. Rakibul Anwar
Assistant Professor

Department of Business and Technology Management
Islamic University of Technology

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Executive Summary

The report attempts to summarize a three-month internship program aims to equip me with practical professional experience. The paper outlines my experience as an intern at Human Resource Management Department at Walton Hi-Tech Industries Ltd. The internship provided me with useful insights into numerous HR procedures, particularly Walton Hi-Tech Industries Ltd Recruitment & Documentation System at WALTON Group.

In the electric and electronics industry, Walton is the country's largest company. Walton gives quality great merchandise to its clients and accept as true with in customer satisfaction. Walton's main products include Walton mobile phones, Walton refrigerators, Walton televisions, Walton computers and hardware, compressors, and domestic home appliances, among others. Walton has taken its goodwill around the world and enhanced its operations. It sells its products in countries such as India, Nepal, Myanmar, the United Arab Emirates, and Qatar. Walton employs around 30000 people directly and indirectly.

During my internship, I was offered the opportunity to work at Walton Group's Policy, HRM, and Administration branch. I've learned about all of the HR operations, including recruitment and selection procedures. As a result, this record is mostly dependent on Walton's recruitment and selection process, as well as the chosen or un-decided applicants who apply for various positions at Walton. The educational background, years of remaining painting experience, and location were all taken into account in the study for non-selected, mostly selected, and finally selected applicants.

The research is mostly based on Walton Hi-recruitment Tech's and selection practices at WALTON Group. The purpose of this report is to obtain a better insight of how the recruitment and selection process is determined.

Table of Contents

1.Introduction:	2
1.1 Origin of the report:	2
1.2 Objective of the Report	2
1.3 Methodology:	4
<i>Primary Source:</i>	4
<i>Secondary Source:</i>	4
1.4 Scope of the research:	4
1.5 Limitations:	5
• <i>Confidentiality:</i>	5
• <i>Time constraint:</i>	5
2.Company Analysis	7
2.1 History:	7
2.2 Mission of Walton:	9
2.3 Vision of Walton:	9
3.Industry Analysis:	25
3.1 Industry size:	25
3.2 Maturity of the industry in Bangladesh	26
3.4 Regional Perspectives:	28
3.5 Competitive Landscape:	28
3.6 Competitors of Walton:	28
3.7 Competitive Advantages:	29
4.Description of Duties	31
4.1 Position and department:	31
4.2 Tasks completed during the internship:	31
Analysis	41
5.1 Company Level Analysis:	41
5.2 Market Level Analysis:	41
5.3 Professional Level Analysis:	42
6 Conclusion:	44
Recommendation:	45
References:	46

Chapter 1

Introduction

1. Introduction

This report is an integral part of the course – Internship 4800 for the 8th semester. This report is written with an aim of sharing the experiences that I have gathered while working as an intern for 3 months at Walton Hi-Tech Industries Ltd. This part will contain the origin of the report, scope, objective, methodology I have used and finally the limitations I faced while compiling the report.

Internships are becoming increasingly significant as a way to supplement our education while also securing our future employment. They provide us with a useful insight into what it's like to work for a livelihood, provide insights into how our chosen sector works and what it takes to achieve, and they can demonstrate to a potential employer that we are serious about wanting to be a productive, successful employee. The three month internship in Walton Hi-Tech Industries Ltd was a lifelong experience for me.

1.1 Origin of the report

The Islamic University of Technology's internship program is a requirement for students of Business and Technology Management to complete their undergraduate degree. The primary goal of this program is to introduce the first batch of BTM department graduates to the job market and the corporate world. BTM department's goal is to expose its students to the practical and working world. Because the students are already familiar with the theoretical concepts of the business world, the internship program was designed to allow them to apply the theory to the reality of the world and gain professional experience. The real hurdle here is to apply theoretical knowledge to real-world concepts and experiences.

1.2 Objective of the Report

During the three-month internship, the main goal was to gain an understanding of the operations of the company's Human Resource Management department and how they work to achieve their objectives. The purpose of this report is to demonstrate my comprehension of the work completed as well as the experience gained during the internship program.

- To give an overview of 3 months' experience as an intern at Walton Group

- To outline my duties and responsibilities as an intern.
- To depict the company's overall condition and status in both domestic and international markets.

The primary objective of this report is to demonstrate how my theoretical knowledge relates to my practical knowledge based on my internship experience in HR and observations about the organization for which I worked, Walton Hi-Tech Industries (WHIL). Along with that, it represented my education, accomplishments, and interpersonal growth.

The purpose of this report is to evaluate the company's position, activities, operations, and functions that have a significant impact on important and relevant decision-making regarding the company, as well as to comprehend the company's position, problem identification, and brand value in the current market, as well as its reputation as a multinational company, to identify existing loopholes and take appropriate action for overall improvement.

1.3 Methodology

I gathered information and insights from both primary and secondary sources while preparing this report. The primary and secondary sources of information are mentioned below.

Primary Source:

The majority of the report is written with insights collected from primary research. The primary sources of information have been:

- Official employees of the company.
- The Diary and notes I maintained throughout the internship period.

Secondary Source:

While primary research constitutes the majority of this report, a significant amount of the information presented in the report was gathered from secondary sources. Secondary sources of information include:

- Company Website.
- Annual reports of the company
- Research papers
- Previous internship reports
- Google search engine.

1.4 Scope of the research

This report provides an overview of the organization specially the Human Resource Management department of Walton Hi-Tech Industries Ltd. A reader will be able to know the overall function of the organization, working condition and contribution in both local and international market. Moreover, it contains insight about the entire electronics industry. Finally, it will give an idea about my entire internship period, learnings and recommendations.

1.5 Limitations

The following limitations have been faced during the course of preparing this report.

- **Confidentiality:**

The main challenge faced while preparing this report is collection of information and maintaining confidentiality of the collected information. As this industry is very confidential so collecting information has been difficult.

- **Time constraint:**

Three and a half months was comparatively short for achieving all of the company's knowledge and insight. Despite this limitation, I have done my best to make the most of this experience.

Chapter 2

Company Analysis

2. Company Analysis

Walton is Bangladesh's leading consumer electronics, electronics and automotive company. It is leading the market share by providing the highest quality products to customers. It manufactures refrigerators, freezers, air conditioners, motorcycles, mobile phones, DVD players, microwave ovens, washing machines, diesel generators and irons. Walton also manufactures 3D LEDs, LCDs, and CRT TVs under the Walton Micro Tech Corporation. In addition, Walton has a very strong marketing and sales network throughout Bangladesh. Walton products are distributed and sold at more than 5,000 sales locations, including 372 Plaza or company-owned showrooms, exclusive distributors and dealer showrooms.

Walton is the latest multinational electrical, electronic, automotive and other consumer electronics brand and is one of the largest well-equipped R & D facilities in the world. Currently, Walton employs more than 20,000 people in a total of 22 production facilities in more than 680 4,444 hectares of factory space. The annual production capacity is 10 million units based on the market demand of Walton is a huge professional manufacturer in related industries.

2.1 History

Walton is a conglomerate established in Dhaka, Bangladesh, and is a sister firm of R.B Group of Industries. R.B. Group's Walton is a sibling firm. Walton Electronics, Motors, Mobile, Vehicles, and other telecommunications items are among the Group's subsidiaries. The Walton Group was established in 1977. At the time, S.M. Nazrul Islam was the company's initial chairman, and it began as a trade firm. Walton has ventured into the electronics industry, producing electrical and electronic items. Walton's firm later expanded to encompass steel, textiles, electronics, and vehicles. In addition, in the late 1970s, Walton entered the steel business, and in the early 2000s, he entered the electronics and automotive industries. As a result, Walton's growth in Bangladesh will be driven by this broad business diversification. Walton has also expanded into electronics and automobiles since 2000. This expansion has turned into a significant source of revenue for the corporation.

Brief History of WALTON GROUP

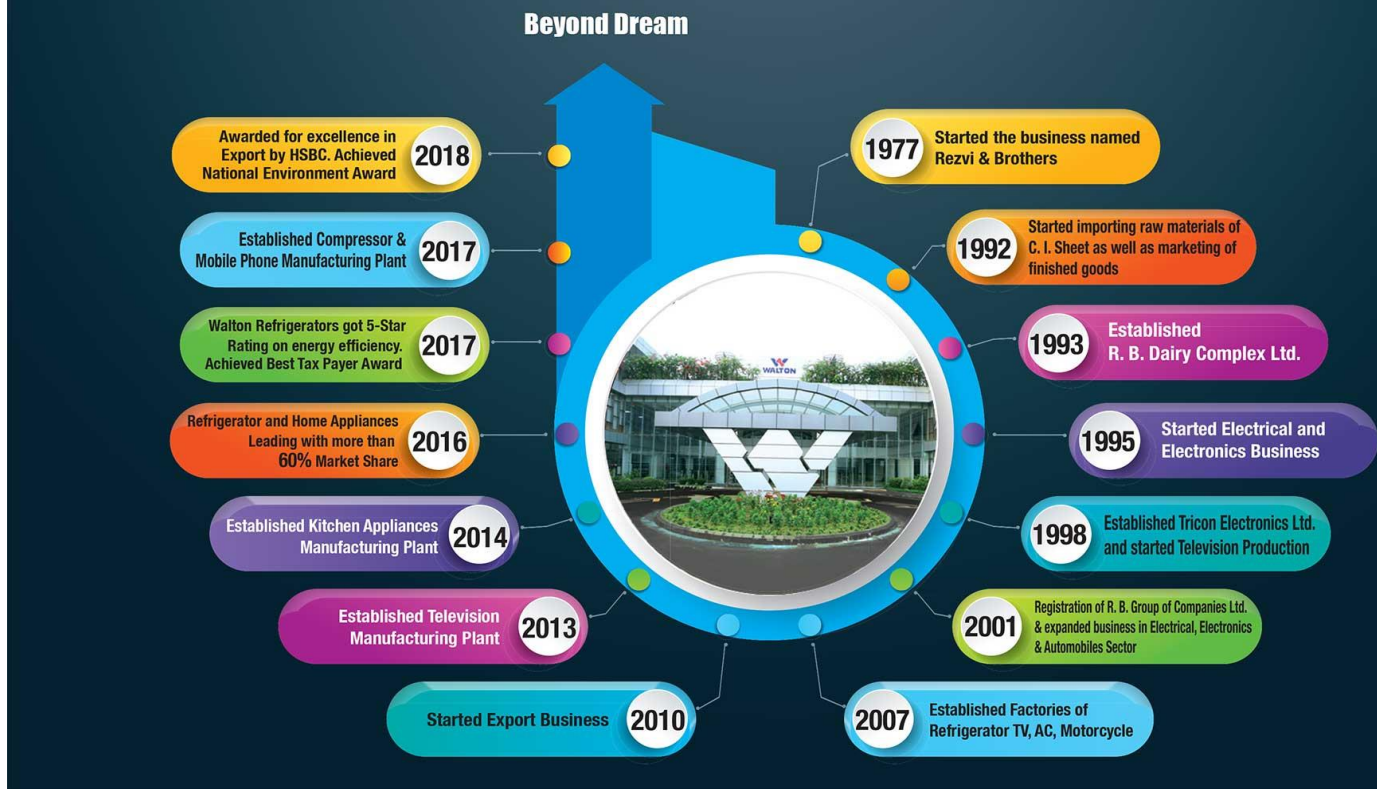


Figure1: Brief History of Walton Group

- **1977:** Started the business named Rezvi and Brothers.
- **1993:** Established R.B Dairy Complex Ltd.
- **1995:** Started Electrical and Electronics Business.
- **1998:** Established Tricon Electronics Ltd. And started Television Production.
- **2001:** Registration of R.B Group of Companies Ltd. and expanded business in Electrical, Electronics and Automobiles Sector
- **2007:** Established Factories of Refrigerator TV, AC, Motorcycle.

- **2014:** Established Television and Kitchen Appliances Manufacturing Plant.
- **2017:** Established Compressor and Mobile Phone manufacturing plant.

2.2 Mission of Walton

- Business expansion through customer value proposition.
- Human resource development.
- It represents the highest quality Bangladeshi Brand
- Change Management (accept changes through innovation).

2.3 Vision of Walton

Walton has achieved recognition for its local market approach, innovative methods, various electronic products produced domestically, and the reasonable price range for every socioeconomic stratum. Their working vision of the future is very concise and clear. Their vision is that they are aspiring to be one of the top 5 brands globally in the E&E industry by the year 2030. Walton is currently using “Go Global” as their motto.

2.4 Core Value of Walton

Five core values of Walton are given below.

- i. The very first priority is the customer-
 - Customers' preferences are the strategic priority
 - Responsible for after-sales service
- ii. Competent innovative brilliance
 - Encouraged creativity and award innovations
- iii. Demand facing predictive market presence
 - 21,000 plus POS and service centers
 - Takes expanding initiatives

- iv. Our people, our family
 - Offers the best working environment
 - Takes various initiatives for employees' betterment

- v. Dynamic quality and compliance standards
 - Manufactures world-class quality products
 - Zero tolerance in a compliance issue

2.5 Better Bangladesh Tomorrow A Sustainable Initiative by Walton

Better Bangladesh Tomorrow is Walton Hi-Tech Industries Limited's sustainable project aiming at implementing effective and comprehensive initiatives to ensure a sustainable Bangladesh tomorrow. While Bangladesh has consistently outperformed the United Nations' Sustainable Development Goals on actionable indicators, this initiative, powered by WALTON, will work in collaboration with the Government of the People's Republic of Bangladesh to advance that cause and raise awareness about the importance of a sustainable future.

The primary purpose of Better Bangladesh Tomorrow is to inspire happiness and raise awareness about the importance of allowing everyone to live in peace. As far as responsible consumption and production cycles are concerned, Walton industry's sustainable practices will be more focused on achieving indicative growth in terms of people, poverty, and partnerships in order to influence policy changes toward a better future for everyone under the red and green flags. With Better Bangladesh Tomorrow, Walton hope to transform sustainable habits from a burden to a pleasurable experience - something that will be easy to do.



Figure2 Better Bangladesh Tomorrow

2.6 Sister Concerns of Walton

As of now, Walton comprises approximately Twelve sister concern companies, making it a goliath of an Electronics & 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.

2.7 Product Line

Walton Hi-Tech Industries has evolved with time by enhancing its product line, which is primarily targeted at two key consumer segments: consumers and businesses. They've –

- Six different segments
- There are more than 80 product categories to choose from.
- There are over 550 various models to choose from.
- Various Colors

Walton Hi-Tech Industries Limited is a company that makes a variety of electronic appliances. They produce a diverse range of products in different versions and styles. Their product line is divided into six categories, each having a variety of features, colors, and sizes to meet consumer demand, as shown below:

- i. Refrigerators and freezers
- ii. Air Conditioners
- iii. Televisions
- iv. Electrical Appliances
- iv. Home and Kitchen Appliances
- v. Elevators



Figure3 Product Line of Walton

2.8 Organogram of Walton

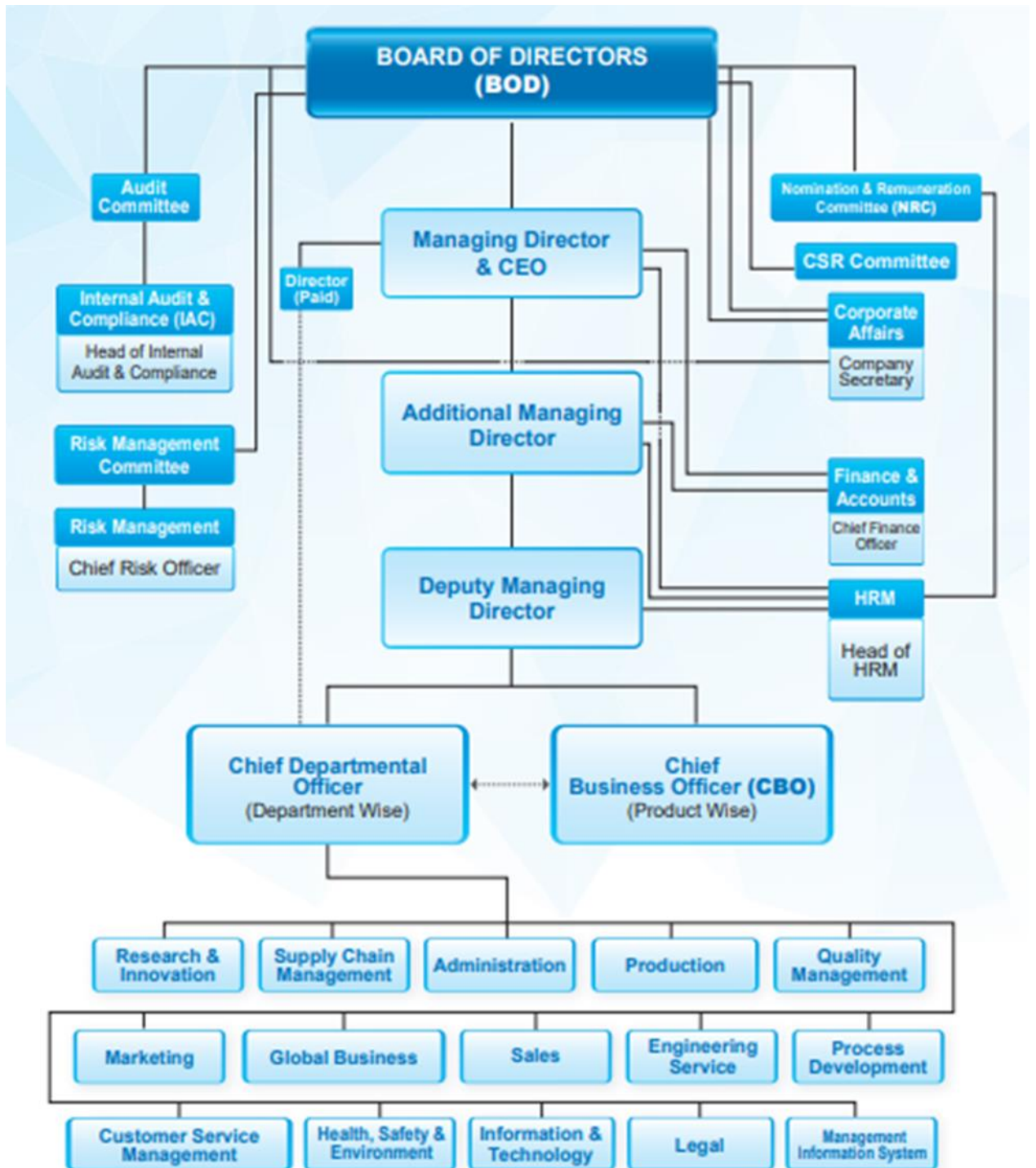


Figure4 Organizational chart of Walton

2.9 Marketing Practices of Walton

2.9.1 Market Segmentation-

One of the most significant aspects of marketing strategy is segmentation. Market segmentation is the process of defining and targeting a certain market. It's the process of segmenting a market into separate consumer groups. Markets can be segmented for a myriad of purposes. Market segmentation involves factors such as demographics, geography, behavior, and psychographics. Walton focuses mostly on the demographic base. Walton's demographic base comprises people of various ages and socio-economic statuses. Walton divides the age group into three subgroups: younger, adult, and older generations. They divide the income group into two subgroups: low-income and middle-income. As Walton's target is "Go Global", they need to develop their marketing team more which has already been implemented. In an opportunity to expand the market share of E&E products in the country, Walton penetrates the market by adopting different tactics.

2.9.2 Marketing Mix-

The marketing mix refers to an organization's combination of customizable, operational marketing tools for eliciting the desired response from its target market. Everything an organization can do to affect demand for its product is included in this section. Walton, like its market contenders, generates a marketing strategy based on the classic Four P's of marketing.

➤ Product- Walton's products are distinguished by their remarkable and high-quality branding and packaging. Walton has two distinct kinds of product strategies. The actual product and the intangible attributes are two different types. A genuine product is a tangible and physical product that must be acquired in order to obtain the core product. Walton Mobile, for example, is distinguishable by its form, aesthetics, and brand. It is also the non-physical aspect of the augmented product. It usually contains a significant amount of additional value. Walton Mobile, for example, offers supplemental services like customer service, warranty, software installation and configuration.

- Price- Pricing strategy is the most versatile aspect of the marketing mix. A price model can aid a corporation in achieving the optimum position. Pricing methods involve cost-based, value-based or demand-based, and competition-based pricing. For mobile phones, Walton uses a Value or Demand-based pricing strategy. Walton, among several other aspects, follows "New product price strategies" for new regions.
- Place- This category refers to Walton's distribution method. Walton's product line is quite extensive. It enables the organization to emphasize the mass market and ensure profit margins. If an organization does not have its own distribution center, then, a vast product line is almost always difficult to distribute. Walton distributes its product to the consumer with the help of this marketing mix. The organization developed a high number of sales centers throughout the country. Walton has enlarged its sales network across the country as time goes by.
- Promotion- They also run a successful marketing campaign across the country. To generate market demand for its products, Walton comprises a variety of advertising and promotional tactics. Walton relies a lot on television advertisements, but it also applies other tactics also like exceptional packaging, special deals, social media marketing, and one-to-one marketing.

2.9.3 Target customers, targeting and positioning strategy

Target Customers: Walton manufactures a variety of electric and electronic products. For their different products, they keep diverse target clients in mind. For example, they target the elderly and the impoverished and provide them with modest phones which meet their basic needs. They have multimedia phones for all of those who prefer entertainment. The Primo series, which is smoother to operate, was then launched to Android smartphone customers.

Market Position- Walton has carved out a sizeable market share and entrenched itself as the industry's market leader attributable to its extensive capital setup and other

gained competitive advantage. Furthermore, Walton has recently concentrated on the global market and has undertaken a sequence of iterations to strengthen its brand value.

➤ Prospect of Export Market- Besides the aforementioned, the export of Electrical and Electronics (E&E) products in international markets has a promising future. To accomplish the company's stated goal, the conglomerate is focusing on the export market by redesigning its International Business Unit. These strategies will result in considerable boosts in the company's profitability in the subsequent years.

➤ Prospect of Local Market- The demand for electrical, electronics, and home appliances is increasing as a result of reasonable prices, rapid rural electrification, burgeoning middle-class income, rising dual-income families, and Bangladesh's protracted average GDP growth. These products are no longer viewed as luxury items by consumers, but instead basic household and personal essentials. Walton has exhibited the fortitude to state 'Made in Bangladesh' first, with the pride of upholding the 'It's Our Product' tagline. Walton is devoted to emphasizing the importance of human, socioeconomic, and environmental issues by providing elevated items at accessible prices to the low - income urban and middle-class consumers.

2.9.4 Marketing Channels

Walton has formed multiple distribution channels such as Walton Plaza, Walton E-Plaza, Exclusive Distributors, Dealers, Sub-Dealers, Corporate Sales, ODM (Original Design Manufacturer), OEM (Original Equipment Manufacturer), and Global Business Unit capable of providing extensive market coverage all through the nation. The corporation's distribution system is both cost-effective and efficient. Walton's comprehensive distribution network is one of the many key assets of the corporation. Outlets and channels can be accessible all around the country. WHIL sells the products via corporate sales as well. The company receives orders from corporations and serves them with products that satisfy their requirements.

The flow chart beneath depicts the distribution chain for Walton Hi-Tech Industries Limited's products in the local market.

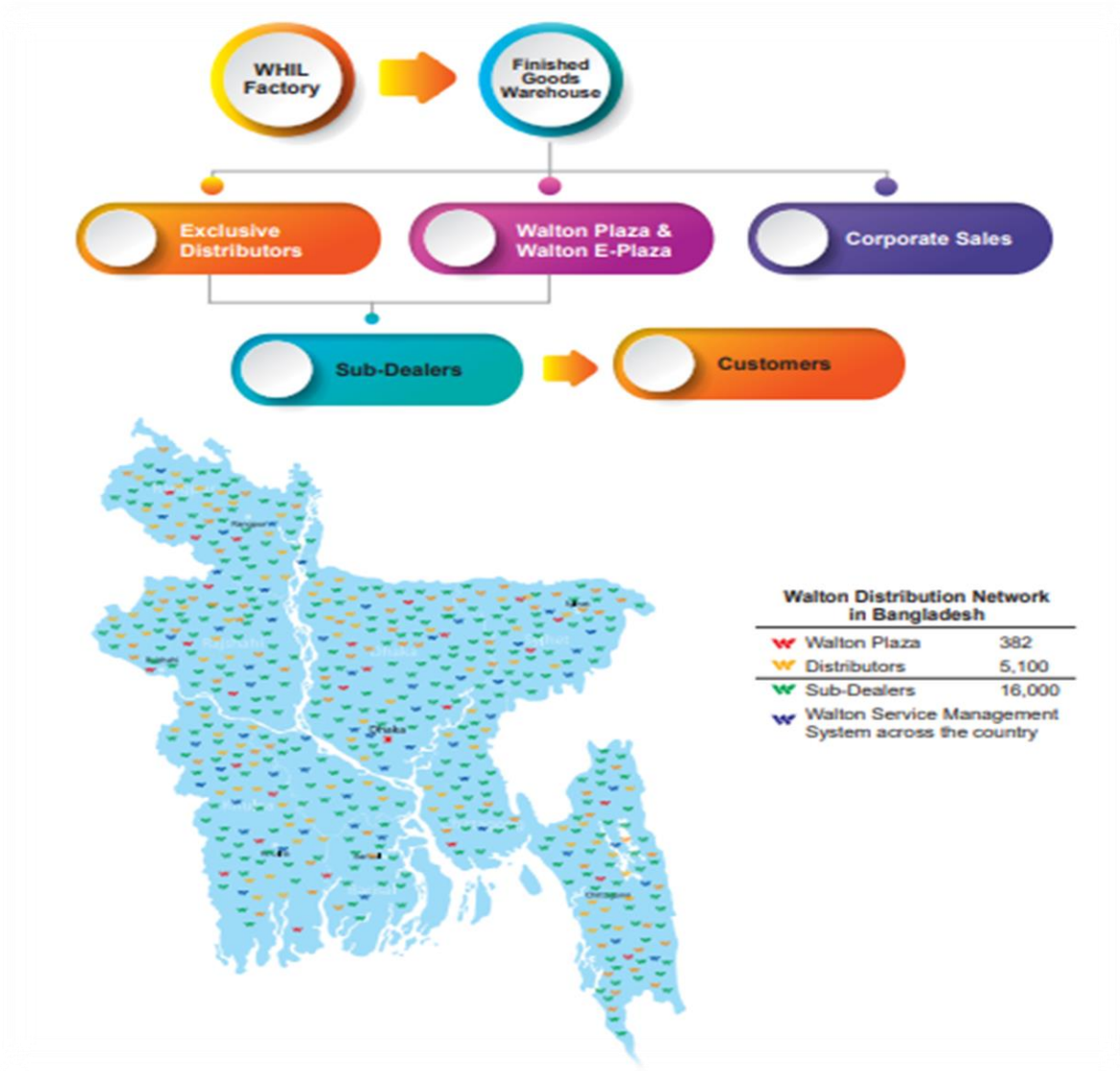


Figure5 WHIL Distribution System

Supply chain modeling is a systematic effort to introduce orders to a supply chain in order to attain certain corporate goals such as minimal supply costs, on-time deliveries, and also the ability to cope with turbulence.

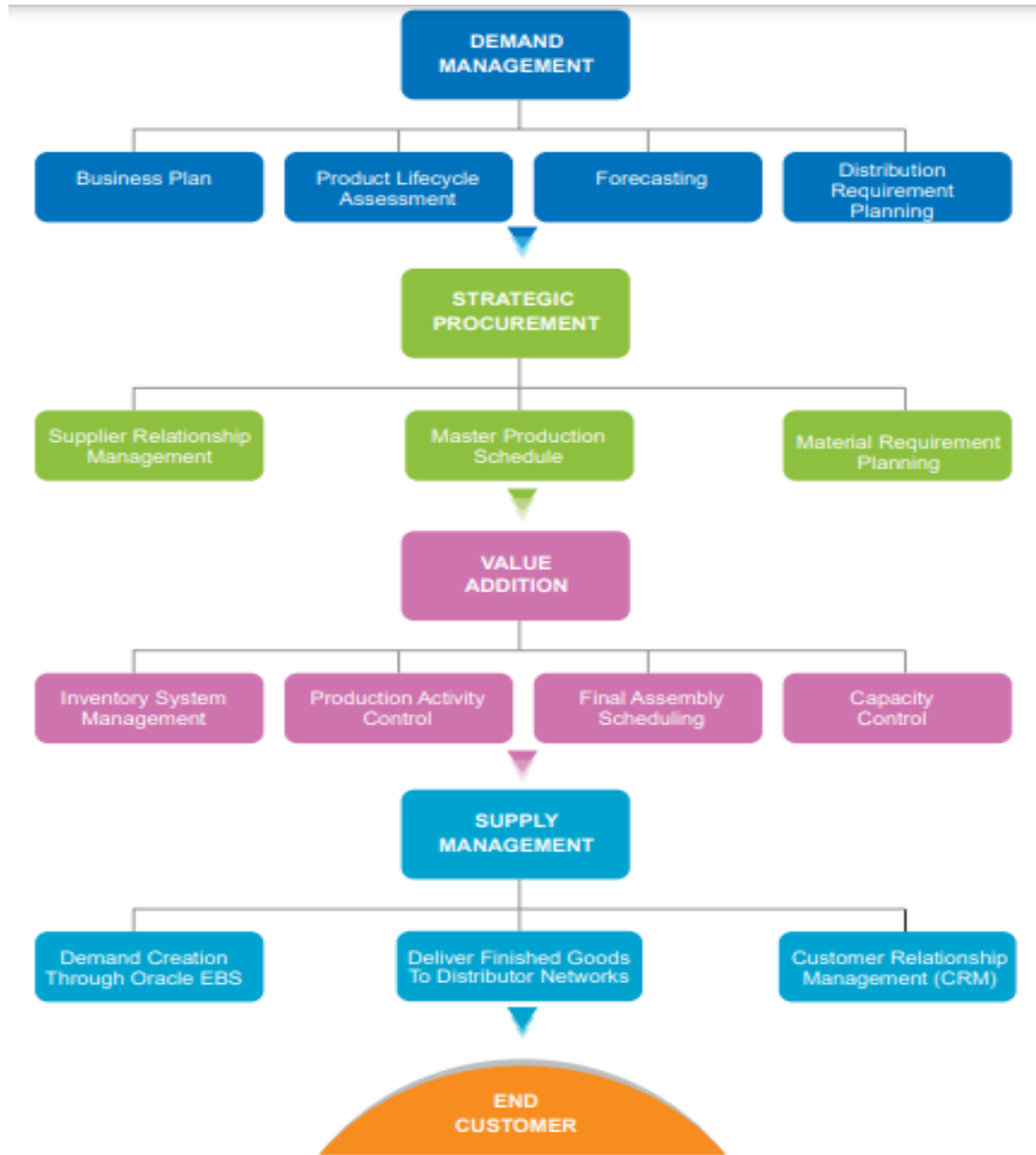


Figure 6 Walton's Supply Chain Model

2.9 Product/New product development and competitive practices

2.9.1 **Product Variations-** The cornerstone to Walton's prosperity is the company's ability to modify its production capacity and customize new offerings in accordance with customer demand. Walton provides numerous models in each product segment and ensures that its clients' precise requirements are met. As a result, one of the company's core business tactics for becoming a success in the industry is to be versatile in its product offering. Currently, Walton is working on launching a new series of electric scooters for the Bangladesh market keeping in mind their sustainable development initiative “Better Bangladesh Tomorrow” project.

2.9.2 **Competitive Practices-** To ensure client contentment, Walton places great emphasis on superior quality. Walton has remained steadfast in its objective can provide high-quality products at a reasonable cost to its target market. To sustain its competitive edge in product price, the company's management is actively working on the research and development of its system which enables it to ensure quality products at the lowest possible cost and to preserve its industry leadership.

2.10 Industry and competitive analysis

2.10.1 **Analysis of Porter's Five Forces-** Porter's Five Forces study was designed to determine a company's market competitiveness. It emphasizes several aspects of competitiveness. Porter's five forces model is,

- a. Threats of new entrants
- b. Substitute products
- c. Supplier bargaining power
- d. Customers bargaining power
- e. Intensity of Competitive Rivalry

The next section goes through each of these aspects in detail.

a. **Threats of new entrants-** Global brands can invest in CAPEX to manufacture locally as there are no significant entry barriers. As a corollary, there is a significant emergence of potential multinational brands entering the market. Furthermore, due

to Walton's extensive financial structure, powerful R&I, and strong consumer loyalty, the threat of new entrants from the local market is quite minimal.

➤ The viewpoint of Walton- Walton constructed entry barriers by,

- Putting in a lot of capital,
- Establishing a responsive service management system,
- Having a strong brand image, and
- Establishing distribution networks throughout the country.

b. **Substitute products-** The threat of substitute products is indeed really low in the E&E industry because of its diversified product line.

➤ The viewpoint of Walton- Walton utilizes this market advantage in a more competitive manner by,

- Improved R&D infrastructure
- Being proactive in adapting to technological advancements
- Full-fledged manufacturing facility.

c. **Supplier bargaining power -** Because all of the essential raw materials are imported from outside of Bangladesh, suppliers have a strong bargaining advantage over local manufacturers in the E&E sector. Walton Hi-Tech Industries PLC, on the other hand, has a stronghold on its supply chain network.

➤ The viewpoint of Walton- Strong bargaining leverage over its suppliers by,

- Developing numerous supplier bases (for each material) and
- Geographical flexibility per accordance with applicable legislation.

d. **Customers bargaining power-** In Bangladesh's E&E industry, the existence of various market participants' guarantees price competition for both domestic and international brands. As a corollary, consumers have quite a strong bargaining position. Walton, on the other side, has a significant competitive advantage of product pricing since it ensures high-quality products with the highest consumer satisfaction levels.

➤ The viewpoint of Walton- Strong bargaining power over its consumers due to,

- Providing competitive pricing in using advanced and cutting-edge technology

- Approximately 21,000 Sales Points are located throughout the country.

e. **Intensity of competitive rivalry-** Caused by early integration and the introduction of new technologies, there is likely to be a possible high risk of rivalry among existing competitors in the existing markets. Amongst local market participants, comprising imported brands, Walton currently captured the largest market share.

➤ The markets viewpoint of Walton- Walton achieved as the leading manufacturer by using the following strategies,

- A full-fledged manufacturing plant generates a pricing advantage.
- Attained production economies of scale
- Within the production process, there is strong backward connectivity and vertical integration.
- Enriched R&I facilities 4 Intensive capital buildup
- High-quality goods at an affordable price
- Reliable and efficient after-sales support
- Steady consumer base.

2.10.2 SWOT Analysis of Walton Hi-Tech Industries

SWOT Analysis is a technique that is being used to evaluate what one's organization has been doing best at the moment and to develop an effective future strategy. SWOT stands for strength, weakness, opportunities, and threats thus the method is self-explanatory. A SWOT analysis is used to evaluate an organization's present competencies and concerns. SWOT analysis is a data-driven and fact-based analysis that is incredibly important for determining a company's present position within the industry. Companies do this after a specified time frame in order to keep track of their strengths and weaknesses. Walton's perspective of SWOT analysis is given below in detail.

a. **Strengths-**

- **Wider Product Range:** Walton offers a broader range of products to meet market demand, including smart phones, air conditioners, refrigerators, televisions, and home appliances.
- **Low Cost:** Walton keeps its products affordable for middle-class consumers by maintaining a low cost of production.
- **Large Distribution Channel:** Walton operates 425 Walton Plazas throughout the country, which serve as their authorized showrooms. Additionally, they have 650 Walton Exclusives through which they earn approximately 6-7 percent commission on Walton group sales.
- **Installments:** Walton offers not only low prices, but also installment plans with a five-year repayment period, allowing even the lower middle class to afford their products.

b. **Weaknesses-**

- **Lack of skilled labor:** They are unable to hire skilled labor in order to keep costs down.
- **Low R&D:** Rather than developing something new, they manufacture products that have already been introduced by competitors.
- **Unable to capture high income group people:** The high-income group continues to prefer foreign-brand products. This is primarily because they do not trust Walton's quality.

c. **Opportunities-**

- **Growth of sales through launch of new products:** Walton is a well-known brand in Bangladesh. If they introduce new products with distinctive features, their sales may increase.
- **Bangladesh's sole exporter of electronic products:** Walton is the sole manufacturer of electronic products that exports to 20 countries. As a result, they can establish a global brand and compete with other international brands on the market.

- Customer purchasing power is leading to the growth of continuous GDP expansion.
- Government support: As the sole exporter of electronic products in Bangladesh, they benefit from a low tax rate that helps them improve their balance of payments. Additionally, they can easily obtain loans from banks in exchange for government assistance.

d. **Threats-**

- More Competitors are introduced: Their smartphone sales have decreased recently as a result of the entry of Xiaomi and Oppo. Additionally, Samsung is considering locating its refrigerator manufacturing plant in Bangladesh, which could pose a threat to them.

Chapter 3

Industry Analysis

3. Industry Analysis

This chapter gives an overview of the entire Walton Hi-Tech Industry, it's size, growth trends, maturity, seasonality etc. The competitors of Walton Group as well as its competitive advantages has been mentioned in this chapter.

3.1 Industry size

Local brands have taken over the refrigerator market in Bangladesh, displacing many global brands. Walton, a manufacturer of electronic, electrical, and information technology gadgets, takes the top spot on the list. Bangladeshi firms hold 77 percent of the country's refrigerator market. Walton holds the lead with 66 percent of the sales.

Walton is Bangladesh's most recognized electronics producer, with a product line that includes refrigerators, televisions, air conditioners, light automatic stoves, and kitchen gadgets. Additionally, the Bangladeshi electric powerhouse exports the things it creates after meeting domestic demand. Walton currently controls more than 75% of the whole refrigerator market in Bangladesh. Walton Hi-Tech Industries Limited launched its initial public offering (IPO) in the stock market in 2020, after its listing on the Dhaka and Chittagong Stock Exchanges. Since then, the company has grown to become one of the largest publicly traded corporations in Bangladesh in terms of market capitalization. Walton has established a consumer base both within the country and overseas through their high-quality product, design, and affordable pricing. Walton's products are now exported to over 40 countries and the company employs over 30,000 employees.

Last year, Walton announced a fresh investment plan worth Tk5,000 crore. It has applied to the Bangladesh Economic Zones Authority for permission to acquire 300 acres of land in Chattogram's Bangabandhu Sheikh Mujib Shilpa Nagar. Along with its current manufacturing site in Chandra, Gazipur, the newly constructed facility will be the company's second. The investment will be done over an eight-year period.

3.2 Maturity of the industry in Bangladesh

Walton is an innovative multinational electrical, electronics, automobiles, and other appliance brand with one of the largest and best-equipped research and development facilities in the world. The company manufactures its products through a network of subsidiaries operating under the Walton group's headquarters in Bangladesh. Today, Walton employs more than 35,000 people across 22 manufacturing locations covering more than 700 acres of factory space. The annual production capacity is ten million units, depending on market demand. Walton is the industry's largest professional manufacturer and has earned a stellar reputation for its unmatched ability to manufacture Electrical and Electronics goods at the most competitive prices, in terms of quality, cost, design, and innovation.

Walton is Bangladesh's most renowned electronics manufacturer, with a product portfolio that includes refrigerators, televisions, air conditioners, light automatic stoves, and kitchen gadgets. Additionally, the Bangladeshi electric giant exports the products it manufactures after meeting domestic demand. Walton currently controls more than 75% of the total refrigerator market in Bangladesh. Walton Hi-Tech Industries Limited launched its initial public offering (IPO) in the stock market in 2020, following its listing on the Dhaka and Chittagong Stock Exchanges. Since then, the company has grown to become one of the largest publicly traded companies in Bangladesh in terms of market capitalization. Walton has established a customer base both within the country and abroad through their high-quality product, design, and competitive pricing. Walton's products are now exported to over 40 countries and the company employs over 30,000 people.

3.3 Impact of Covid 19

Covid 19 is still very much a concern for the world, and many organizations are also experiencing significant difficulties. Walton is no exception.

Walton generated 5,177.3 crores in the financial year 2018-2019 and the company's total per share was TK 45.87 before the Coronavirus outbreak in Bangladesh. According to a report on the Dhaka Stock Exchange website, the company's earnings per share declined 12% year on year to Tk 13.26, down from Tk 15.07 in July-September 2020.

Though Walton is mostly involved in the electric and electronic industries and focuses little on health tools, appliances, and related products, they made a significant contribution to ventilator manufacture. Apart from that, they manufactured 8000 pieces of international standard safety goggles and face shields daily, which they subsequently distributed domestically and internationally at a tiny profit margin. They made a significant contribution to the emergency food distribution network, which included 17,000 retail locations across the country. Everybody's sales points were rigorously supervised, and sales personnel were required to wear personal protective equipment, keep a social distance, practice good hygiene, and give statutory testing services to all.

Additionally, the company has implemented a policy to assist employees who are Corona affected by providing financial assistance for medical expenditures. Additionally, if an employee dies as a result of COVID-19, his or her family would get between ten and twenty lacs taka. They established a station that gives hygiene goods to staff at no cost to limit the risk of viral transmission. Employees' daily expenses have increased slightly as a result of the masks and sanitizing products required to defend against Coronavirus.

The sale of washing machines was surprisingly high during the pandemic, as demand for other home appliances was strong. Even the manufacturer, distributor, and retailer were under tremendous pressure to meet client demands. Other products such as air conditioners, refrigerators, and televisions also generated significant revenue during the corona outbreak, as the majority of people stayed at home and those products met customer demand by meeting their necessities.

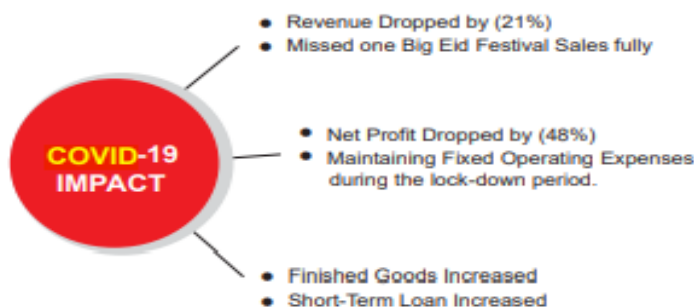


Figure 7 Covid 19 situation of Walton

3.4 Regional Perspectives

With a market share of more than two-thirds in the local refrigerator market, nearly half in the television market, and one-third in the air conditioner market, the company is now aggressively pursuing its dreams of global expansion. Walton has established a benchmark as Bangladesh's largest exporter of electronics, with a global presence in over 20 countries. It's operations in India, Nepal, Bhutan, Myanmar, the Maldives, the United Arab Emirates, Qatar, Nigeria, and West Africa are booming. It is currently penetrating the markets of Australia, Europe, the United States of America, South Africa, Singapore, Poland, Romania, Saudi Arabia, Sri Lanka, and the CIS Countries. Walton's contribution to global markets has earned us a number of national and international accolades, recognizing it's commitment, expertise, and innovation in meeting international standards.

3.5 Competitive Landscape

Electronics and automobiles are the Walton group's primary products. They have different competitors for each of their product lines. In Bangladesh, Walton's main competitors are Singer, My One, Vision, and Jamuna Electronics. Also there are other competitors like LG, Sharp, Panasonic and Samsung which are global companies.

3.6 Competitors of Walton

In Bangladesh, Walton's main competitors are SINGER, MyOne, Xiaomi (Smartphones) and Jamuna Electronics. Singer's presence in Bangladesh dates all the way back to the British colonial era, when the country was still considered to be a part of the Indian subcontinent. Singer has always prioritized diversification; at various points in time, SINGER introduced color televisions, fans, washing machines, irons, microwave ovens, air conditioners, motorcycles, DVD players, and 3D televisions, among other products, and carved out a sizable share of the local market. Xiaomi is a Chinese manufacturer of mobile phones. The company offers high-quality smartphones at an affordable price to appeal to

the majority of Bangladeshis; the smart phone brand enjoys widespread recognition in the local market. In Bangladesh, Xiaomi is also a major competitor of Walton smartphones.

Vision and Jamuna Electronics are two emerging Bangladeshi manufacturers of electronic products. The companies adhere to a strict strategy for conducting business in the market, which is somewhat similar to Walton's. Both companies' core strengths are high-quality products, a dependable seller, and a low price, and they are emerging as formidable competitors to Walton.

3.7 Competitive Advantages

Walton has generated enormous enthusiasm among its target market's consumers with its tagline "Amader Ponna," and nearly 95% of manufacturing is done using their own materials. They accepted Walton's venture to manufacture electronic products in Bangladesh for the first time. Walton is one of the electronic companies in Bangladesh that specializes in providing high-quality products at an affordable price to the middle class. Additionally, they offer long-term instalment plans with low interest rates and satisfy their customers with long-term warranty policies such as a 12-year warranty on compressors, which is not offered by others and also includes product replacement. Additionally, they have a widespread distribution network throughout Bangladesh, including rural areas

Chapter 4

Description of Duties

4. Description of Duties

This chapter discussed my responsibilities and duties as an intern at Walton Hi-Tech Industries Ltd. This will give an understanding about my contribution to the company for 3 months and my scope of learning.

4.1 Position and department:

I was an Intern at the Human Resource Management department (recruitment and documentation) for 3 months at Walton Hi-Tech Industries Ltd.

4.2 Tasks completed during the internship

Here are some of the key tasks I have learned from human resources development:

- Protection of new employee ID.
- Manage union procedures for new employees.
- Resume preparation for the interview.
- Check the file of the new employee.
- Create an update letter for new employees.
- Update the ID data using HRMS programming.
- Exit interview.
- Collect information and documents for new employees.

4.3 Relevant my activities

In addition to work-related activities, I do other jobs assigned by the administration.

I like this:

- Scan documents.
- Provide serial numbers in employee file documents.
- Print the details of the employee in the database for the interview.

4.4 Organization Related

4.4.1 Recruitment and Selection of Walton

Recruitment is the method companies use to find and hire people to fill the 4,444 vacant seats. Most companies have the process of hiring a modern workforce to replace the which is starting or advancing to maintain modern skills and promote organizational growth.

Recruitment is even more important when economic growth is strong, as unemployment is low and companies are competing for the skilled workforce they need to succeed.

At Walton, recruitment and determination go through a special, very modern process. Start with the order of work and end with a promise. Therefore, Walton organizes various types training and development programs for agents to develop their skills. In a sense, Walton continues the hiring process created to select the right people in the right places.

4.4.2 Basic Recruitment Function of Walton

When it comes to hiring, Walton HR adheres to some rules. These rules have been

established by the Human Resources Development Office for the recruitment and selection of managers.

The rules are as follows:

- Walton recruitment aims to recruit the right kind of people within the scope of the law. Choosing by successfully preparing different candidates in the job market.
- Under no circumstances should full-time or contract employees of other organizations enter into regular or long-term contracts with Walton.
- Human resources development can be prepared by creating an annual budget and recruitment plan.

HRD promotes personal recruitment needs on the internet and in newspapers.

4.4.3 Recruitment and Selection Process

The following diagram shows the recruitment and selection process of WALTON:

- Requisition of Manpower
- Job vacancy Job Analysis
- Shortlisting candidates
- CV Collecting and Verification
- Screening and Informed selected candidates
- Application Issue Appointment
- Candidates Evaluation
- Interviewing Candidates
- Compile Interview
- Introduction and Training

4.4.4 Job Request

Hiring is a way for a company to find and hire people to fill vacant seats. Work Requirements If an existing opportunity or new position needs to be replaced, the relevant department must complete an application and obtain important confirmation from the department head recently sent to the Human Resources Department. You cannot create a contract without receiving a prompt to split the hypothesis in the address. Apart from the positive rules, the relevant departments must submit the appropriate expert appeal for their position and obtain the approval of the department head responsible for human resources.

4.4.5 Types of Recruitment of Walton

Walton ensures that the right applicants are hired in the right places. Hire people regardless of social or cultural background, gender, religious beliefs, values, and other demographic factors. Walton believes that candidates who can successfully meet the company's recruitment criteria are selected as employees. In general, candidates are required to complete a written exam, computer exam, and HRM-Viva for each position. Candidates who pass all three sectors individually are selected for Management Viva. After final approval by the Governing Body, the selected candidates will eventually be eligible to work as employees in Walton. In addition, Candidates educational background, job description, experience, knowledge, skills and attitudes will also contribute to the selection process.

4.4.6 Recruitment Sources

These are two sources of recruitment

1. Internal source (within the organization) 2. External source (outside the organization)

4.4.6.1 Internal Source

Personal reference: In most cases, existing workers know their peers or relatives or colleagues who can effectively fill the void. Dealing with it is a very effective recruitment strategy, but it almost certainly frustrates other workers who prefer to get a job. To keep workers happy, guarantees that these potentially rational workers will be notified of the opening of the business so that they can apply.

4.4.6.2 External Source

External source means collecting CVs from outside the organization. It will be through **Advertising:** A very common formal recruitment strategy is newspaper advertising. The daily ad is available to everyone, so stay in the group when disseminating job-related data. There are clear goals in promoting the adoption of the clear goal of with people looking for a job is to attract job seekers and apply for jobs for a particular company. In any case, newspaper ads reach a much larger audience. A well-designed and insightful list will help

convince people who aren't interested in the application to consider a company after if they are interested in unused work.

Internet work sites: Internet adoption has long evolved at an extraordinary pace. Companies are acknowledging that adoption on the Internet is much cheaper and faster than traditional strategies. This is the cheapest way to reach 4,444 people nationwide or candidates around the world. Human Resources Directors and research experts are looking at additional focus in Internet-based negotiations.

University: Campus Recruitment is widely used by large and medium sized companies that require highly skilled personnel. Campus recruitment is very beneficial to businesses as it allows them to find very good candidates in one place in a short amount of time. In addition, the university's Recruiting Center is convenient because it provides both space and management support.

Job Fair: This is another great source of recruitment on university campus.

CV Exam: Campus Recruitment is widely used by large and medium sized companies that require highly skilled personnel. Campus recruitment is very beneficial to businesses as it allows them to find very good candidates in one place in a short amount of time. In addition, the university's Recruiting Center is convenient because it provides both space and management support.

4.4.7 Interview process for suitable candidates:

Candidates must be notified of the time, date, and at least 48 hours of the interview Recent interview. Determine all communication with candidates, date and time of meetings, job title and compensation agreements, etc. The interview requires at least 3 members.

4.4.7.1 Interview principles:

Preparation of the interview: At some point when the interview begins, Questioner must be fully arranged. You have to choose a strategy with prerequisites for work, the skills mentioned are recognizable.

Establish a great relationship: When a candidate arrives, the questioner needs to create a comfortable environment that encourages and relaxes the respondent through a small discussion, smile, and relaxed attitude.

Conducting the interview: This can be most conference sessions. At least, 80% of the time must be spent on the interview. At this stage, the questioner needs to ask some tasks, actions, organized, unstructured, and exploratory questions to assess the candidate's suitability.

The interviewer who does not take portion in an interview: Questioners who have to withdraw from the meeting due to other commercial criticisms should illuminate the personnel department at least two hours before the meeting begins and find an alternative interviewer.

Cancellation of the interview time: At some point shortly before the start of the meeting, HR should notify candidates of possible cancellations at least 24 hours a day. If you cannot contact the candidate by phone, you must send an email and SMS within to ensure communication. There will be one or two interview rounds for each opening.

4.4.8 Final Approval:

HR must be approved for all permanent and temporary positions approved by Human Resources Manager. The selected candidate will be offered a position after salary negotiations, and after accepting job the candidate will be sent to the health checkup for diagnosis selected by the bank. There is no salary negotiation for temporary workers. Individuals participating as officers have a 6-month trial period.

4.4.9 Letter of Appointment:

After final coordination with the candidate, HR will issue an offer letter to the candidate. All conditions can be included in the appointment.

4.5 Difficulties and Challenges:

During my internship at WALTON, I encountered some issues from my point of view. The short time is not due to performance analysis due to time constraints. Here are some points:

- WALTON needs to improve the quality of recruitment and the selection process.
- WALTON needs to increase its workforce and training facilities.
- WALTON needs to use the internet not only for local recruitment, but also for international recruitment.

4.6 Problem observed in the organization:

Work without experience: I had to work with the wrong guidance and sometimes I made some mistakes. There was no training center for internships.

Too much work pressure: Some internship jobs may find internships to like stepping into the door. Therefore, internships can take advantage of young professionals by giving them dark and repetitive work for a very long time. Like everyone else, our company sometimes does. It will be stressful for the intern. In any case, in my opinion, this is not an internal issue.

Working hours: When working with Walton, I noticed that the daily working hours are 9 hours, but the employees' working hours are very long. They are often tied to their work from 9 am to 6 pm.

Server problem: Walton's server may be disconnected. It doesn't work if there is an urgent need to update the documentation and review employee information.

Limited Scanner: There are not enough scanners. As a result, employees may have problems when they need to scan the paper.

Less manpower: During the internship, I noticed that the Walton Plaza division of the

Walton Group is reducing its workforce.

4.7 Mismatch identified some issues during my work period which are given below:

- Sometimes mismatch with management rules: Management is critical in any firm, and I studied about it in our management principles course. However, I discovered certain mismanagement in my business, such as when the bank is packed with customers, it is difficult to seat everyone.
- Not give proper training to the employees: Training is incredibly vital for every organization's personnel, as I learned in HRM class. In my opinion, some training for firm staff should be provided, such as how to deal with regular customers and how to manage them in stressful situations. Although the corporation provides them with training on a regular basis, it is insufficient for them. As a result, it should be discovered during training times and adequate instruction given to them for those issues.

4.8 Relationships and experiences with coworkers and peers:

It was an incredible adventure that I shared with my coworkers and supervisor. Walton employed a total of five interns for the area of recruitment and documentation. For the duration of the internship, we all worked together as a team. My boss is a pleasant individual, which helps me to feel comfortable at work. All of my coworkers are helpful, and their diverse personalities provide vitality to the office atmosphere, which I much appreciate.

Chapter 5

Analysis

5 Analysis

This chapter will focus on comparing the theories I have learned and the things I have performed or observed in the company. The analysis will be made on three levels, company, market and professional. This chapter will also contain the challenges and difficulties I faced as an intern at Walton Hi-Tech Industries Ltd.

5.1 Company Level Analysis

During my internship period, the processes I found extremely efficient at their recruitment process. I've learnt lessons about HR from my university and then I experienced practically how the whole recruitment process done in a company. Also I see how they trained their employees and motivate them to engage in their works. Their were motivational workshop happened in company in every 2-3 weeks and their were also training program for employees. Also I see how HR team work on company policies, management, set wages and salary structure for employees. I found many similarities with my study of Human Resource Management course and working with very professional level HR managers helped me to learn many things. I will apply this experience in my future too.

5.2 Market Level Analysis

Walton has a large market share in our country. There are many plaza in every districts around the country. As a HR intern I have also worked for the recruitment for plaza Sales officer, Branch Manager and Area Manager. As most of the revenues comes from plaza members we recruited so many officers for plaza. Also, Walton organized many job fairs to recruit sales officer. Working with HR department I learnt how to hire talent, what the selection process is, what to consider in this process, how to evaluate selected candidates and so on. Also, employees get incentives according to their work performance monthly which is also very encouraging. Walton has a very good marketing strategy with their price range

5.3 Professional Level Analysis

My three-month internship will serve as a stepping stone to my future profession. I learned about the corporate culture and environment. Working as an intern in HR department I got the opportunity to work with company's human resource management software. From there I have updated regular employee information. I also have Excel projects that required in-depth understanding. As a result, I was capable to take up on my previous Excel skills while also learning numerous new Excel functions. I also do the file management work with Excel and Google Docs. Similarly, as a result of my involvement in many projects, I was able to obtain direct knowledge of how projects are implemented and managed. I was involved in the recruitment process of 'Thrive In Three' which was a flagship internship program by Walton. I had to communicate with candidates which improved my communication and negotiation skill. The fact that I could comfortably communicate with both engineers and business personnel was the most advantageous aspect for me. As a Business and Technology Management student, I believe my purpose is to serve as a link between businesspeople and engineers.

I think the HR course helped me a lot during my internship period. Also, the excel practical in CSE course helped me to do difficult tasks in internship period.

Chapter 6

Conclusion and Recommendation

6 Conclusion:

The following report is the completion of my three-month internship with Walton Hi-Tech Industries Ltd. The internship provided me with hands-on experience with a variety of human resource procedures, most notably the Walton Hi-Tech Industries Ltd. Recruitment and Selection Process.

Walton is the largest electrical and electronics company in the country. Walton is devoted to offering high-quality products and services to its customers. Among Walton's primary goods are mobile phones, refrigerators, televisions, computers and hardware, compressors, and household appliances. Walton has established a global presence and expanded its company. It sells its products in a variety of countries, including India, Nepal, Myanmar, the United Arab Emirates, and Qatar. Walton employs over 21000 individuals. Many few have human resources, raw materials, machinery, and other necessary resources. If they begin working for change now, they can become one of the world's leading brands.

The rural consumer has a great deal of respect for Walton items. It is quite commendable that they offer such a diverse selection of things to their customers. Their branding demands a great deal more imagination. If they succeed in branding, they can eventually generate significant income from their products and so establish a positive brand image.

And I realized that the concept deviates from exercising to a greater or lesser extent, despite the fact that three months isn't a long time. Required to elucidate all the contradictions between theory and practice. Regardless of the massive workload, the authorities have been courteous, helpful, and eager to help. Walton maintained an excellent working environment. Throughout the practical orientation, I learned about Walton's human resources department and how it might help me advance my professional career in the field of human resources management in the future. Outside of the discourse above, it is possible to make a conclusion by stating that the modern-day consumer bargaining method is rather exact at the time. The automated transaction makes the system more environmentally friendly and powerful. I've arrived at a solid and urban end in a fully relaxed manner, thanks to the sensible execution of the negotiating strategy with clients at some point during the duration of my sensible orientation to Walton. Walton's recruitment and selection technique over the last decade has demonstrated that with significant preference.

Recommendation:

- They must be more receptive to new ideas.
- Management must strengthen the company's forecasting capabilities.
- Five work days should be implicated
- The approval process is slow and causes significant delays in tasks. Though efforts are being made to modernize the approval procedure, it is now entirely reliant on paper documents.
- Must give sufficient instruction.
- All actions should be performed with up-to-date software.
- Companies can organize free student counseling to encourage students to work in the company in the future.

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