

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



الجامعة الإسلامية للتكنولوجيا  
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**Submitted to:**  
**Islamic University of Technology**  
**in partial fulfillment of the requirements for the degree of BBA in**  
**Business and Technology Management (BTM)**

**Submitted by:**

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

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 12.05.2023

## Letter of Transmittal

12 May, 2023

Dr. Mohammad Shamsu Uddin

Assistant Professor

Business and Technology Management (BTM) Department

Islamic University of Technology (IUT)

Subject: Submission of "Internship Report on Recruitment & Selection Process at WALTON"

Sir,

I am presenting my Internship Report, which is a requirement for the BTM Program, with due respect and great pleasure. Working under your active assistance and guidance is a wonderful privilege. This report is founded on, the "Department of Human Resource Management of Walton Plaza at WALTON". Under the direction of Md. Imran Siddique, Senior Assistant Director (Walton Plaza), I was given the opportunity to work in the Walton Group's "Human Resource Department."

I gathered vital facts to build this report in order to make it more logical and accurate. My bosses and coworkers have been my primary sources of information for my study. I will do my best to meet the report's goal, and I hope that my efforts will be successful.

I did my best to create a report that could enrich my internship experience and invested. It gives me great pleasure to express my gratitude for your ongoing guidance, support, and direction in the completion of my report.

Sincerely Yours,



Name: Md. Rashadul Islam

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## **Declaration**

I declare that this BBA internship report is accurate and complete on the “Internship Report on Recruitment & Selection Process at WALTON” has been delivered to Islamic University of Technology (IUT) under the guidance of Dr. Mohammad Shamsu Uddin, Assistant Professor, Department of Business and Technology Management (BTM), Islamic University of Technology (IUT). This is my own work, and it has not been submitted for a certificate or degree at any other institution or institute.

I further declare that I am solely responsible for any errors that may have entered into my internship report.

*Rashadul*

**Md. Rashadul Islam**

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## Acknowledgement

I would want to thank Almighty Allah for giving me with the strength that I need. and capacity to finish my internship program in a safe and healthy manner. As part of my BBA study at the Islamic University of Technology, I wrote this report. Several people deserve credit for providing me with guidance, direction, and support during my internship.

First of all, I would want to express my gratitude to the person who oversaw my internship, **Dr. Mohammad Shamsu Uddin (Assistant Professor)**, for his constant guidelines, suggestions, and support whenever necessary during the last three months for the report to run successfully.

I'd like to express my gratitude to various Walton Group personnel in the HRM departments. I'd like to express my gratitude to **Mr. Md. Foysal Wahid (Head of HRM, Walton Plaza)**, for his constant guidance, instructions, and directions while working at Walton Group.

I also owe a debt of gratitude to **Md. Imran Siddique (Senior assistant director, Walton Plaza)**, **Sifat Un Nas Cynthia (Deputy Assistant Director, Walton Plaza)** for their invaluable guidance and ongoing encouragement for learning, inspiration, encouragement, and instructions.

I want to express my gratitude to the entire HR team, specially **Shazzadul Islam (Senior Principal Officer)**, **Md Abu Hassan Badhon (Senior Principal Officer)**, **Md. Rezaul Alam (Assistant Director)**, **Md. Aminur Rahman (Deputy Assistant Director)** for providing me with regular HR activities and practices and for introducing and teaching me.

They have taught me a tremendous amount, and they have always been extremely kind to me. Without their observation, this report would be impossible for me to finish. I am indebted to my mother and father for their unwavering backing and absolute affection. My family was quite understanding when I had to go to the office six days a week. Finally, I would want to show my appreciation to every one of the staff that helped me along the way during my internship, both directly and indirectly. Allah is to be praised for everything.

## **Executive Summary**

The basis for this paper is a three-months internship with the WALTON Plaza. The internship gave us real experience with numerous HR techniques, particularly the WALTON Group's Walton Plaza recruitment and selection process.

In the modern business of E & E, Walton is a national leader. Walton prides itself on providing high-quality items and a commitment to client satisfaction. Walton's flagship products include Walton Refrigerators, Walton Mobile, Walton Television, Walton Computers and Hardware, Compressors. Walton has made a name for himself around the world and is expanding its business universally. We export products to countries such as Nepal, India, Myanmar, UAE and Qatar. More than 30,000 people work at Walton, both directly and indirectly.

I had the opportunity to work in the Walton Plaza's Policy, HRM & Administration department. I have learned about all facets of human resources, particularly the hiring and selection procedure. The purpose of this study is to gain a greater understanding of how decisions are made during the recruiting and selection process. Consequently, this report is founded on Walton's recruiting and selection process, as well as the selected and non-selected candidates who apply for various positions at Walton. For recruiting candidates, the academic background, recent employment history, and work location of the unselected, primary, and ultimately selected candidates were considered. After learning about Walton's recruiting and selection procedure, numerous recommendations were offered. In my opinion, the report also contains recommendations and conclusions that, if implemented, will enhance the organization's environment.

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# **Chapter 1:**

## **Introduction**

## **1.1 Basic Information:**

The Walton Group includes Walton Plaza. Walton Plaza primarily works with the plaza industries across the nation. We at Plaza's HR Department must speak with the Plaza Management Team and provide them with the necessary instructions and recommendations for improvement. In order for them to produce the best results, we must provide them with adequate human resources.

A company's most precious asset is its people since they have the power to make or break its fortunes. The success of every corporation depends on having the right people in the correct training in today's fiercely competitive business environment. The training of an inspection firm is essential to achieving their long-term objectives. A key element of any organization's long-term success is human resource planning. Every company needs to put a number of initiatives in place to make sure the right number and kind of people are empowered. Training and development are essential under these conditions. It is proposed that a step-by-step strategic evaluation of training and development processes be carried out since a skills shortage and the rapid proliferation of new technologies are placing significant pressure on how businesses carry out post-training activities. The largest company for inspection, verification, testing, and certification is housed at Walton Plaza, a shopping mall in the Walton district. The mechanism for learning and development within the company must be efficient. It enables the company to have highly effective employees who like their work.

Organizations locate and attract candidates through recruitment to fill open positions. Work requirements state that when a new position or a replacement for an existing opportunity is needed. The method used by organizations to discover and recruit people to fill open positions is called recruitment. The majority of businesses face a continuing need to hire modern workers to replace those who are starting out or moving up, to acquire current skills, and to support business expansion.

## **1.2 Rationale of study:**

I am placed at WALTON Ltd.'s Human Resource Division as part of a program of internship. In this research, I looked at the 'Recruiting and Development Method of WALTON Group Ltd' and tried to come up with around suggestions for improving recruitment.

The choice on recruitment and selection is critical since it is the means of securing the finest possible individual for the position, who will contribute considerably to the business's efficiency.

I feel privileged to be among the pupils that was given the chance to intern with WALTON Group Ltd. Because I specialized in HRM, this employment will provide me with the opportunity to hone my practical skills and gain information in this subject in order to advance my career.

### **1.3 Objectives of study:**

#### **1.3.1 Primary Objective:**

The primary purpose of this report is to describe the knowledge and comprehension I gained during my three-month internship, as well as to evaluate how my academic knowledge can be applied in the workplace.

#### **1.3.2 Secondary Objective:**

The secondary objectives of the study are as follows:

- To have a better realisation 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 the authorities. Some of the data is fairly sensitive. So, in order to obtain a non-disclosure agreement with Walton, I tried to portray the numbers as accurately as I could. Essentially, then, 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
- ❖ HRIS 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.

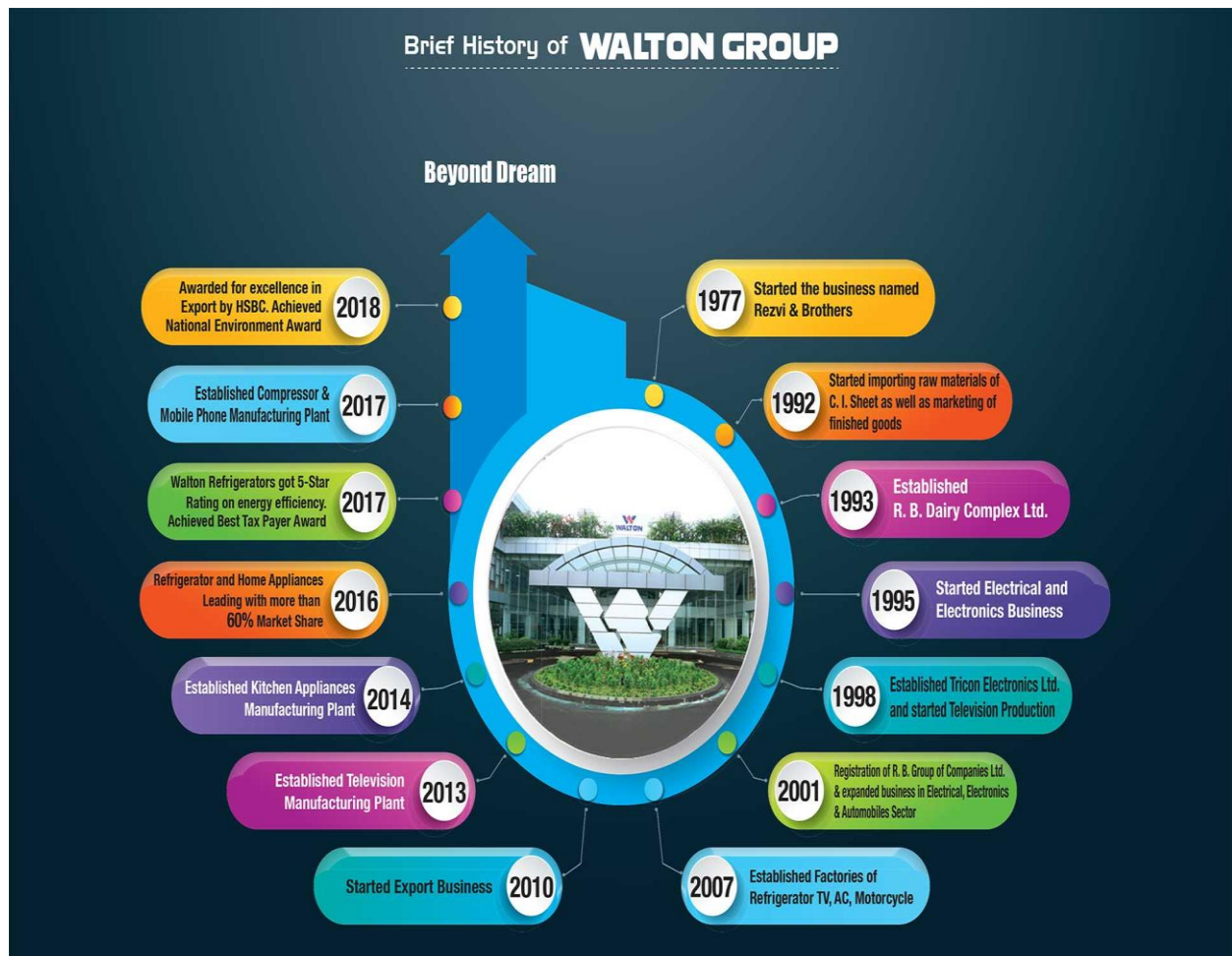
The project has encountered numerous hurdles, which may have impeded progress, but my objective is to reduce the negative consequences of these limits via ongoing work.

## **Chapter 2:**

# **Company Overview**

## 2.1 Walton's Background in History

Walton is a group of companies based in Dhaka, Bangladesh. It is related to the R.B. Group of Industries, which is also a group of companies. Walton is a sister company to R.B. Group. Some of the Group's companies are Walton Electronics, Motors, Mobile, Vehicles, and other communication products. In 1977, The Walton Group was set up. S.M. Nazrul Islam was the first head of the company. It started as a business that did trade at the time.



Walton has started making electrical and electronic goods, so he is now in the business of making electrical equipment. After that, Walton grew and moved into new areas. Walton also started working in the steel industry in the late 1970s. In the early 2000s, he worked in the electronics industry and the car industry. Walton's growth in Bangladesh will be driven by this business diversification. Walton has also expanded into electronics and cars since the year 2000. This growth has become a big source of money for the business.

## **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 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.



### **2.3.1 Administration:**

Like most other businesses, Walton's management is what holds the company together. Their main job is to make sure that departments work well together and that information flows smoothly throughout the company. They are also in charge of coming up with and putting into action good management strategies. They are also in charge of making the budget for the government. They are also in charge of putting together regular reports about budgets and spending. The management is also in charge of keeping track of stock and making sure there is always enough of everything.

### **2.3.2 Internal Audit & Compliance:**

Walton's audit department is in charge of checking operating processes, compliance with rules, and control functions. Their main job is to judge how well internal control is working. Walton's audit checks to see if the rules and guidelines set by management are being followed properly. They also look into reports from employees and claims of fraud. They also do sales checks to find out what is stopping sales from growing. On the inside, they answer to the audit committee of the Board of Directors and to senior management.

### **2.3.3 Finance and accounts:**

The main job of Walton's Finance and Accounts staff is to make sure that everyone gets paid on time. They also have to keep track of the money that is owed to the company. They keep track of, receive, and process funds from clients. They also do an internal check to make sure everything is in order.

Everything is running well. The Finance and Accounts department is in charge of paying employees. It is their job to make sure that workers get their pay on time. This department is also in charge of incentive payouts. It deals with money and accounts.

They make sure that both the workers and the company pay their taxes on time. The Finance and Accounts staff makes reports based on data and looks at them to make budgets, forecasts, and other decisions.

### **2.3.4 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.

#### **2.3.5 IT:**

The IT department's main job is to help the whole company with technical problems. IT takes care of Walton's organizational system. They take care of business software like Oracle and Bizmotion. The IT staff at Walton is also in charge of keeping the whole company's cyber system safe.

The IT staff works to make the company's software easier to use. They also keep the company's website running and make sure it is safe. They are also in charge of setting up and managing a shared network for the department. They are also in charge of keeping the company's network safe and stopping people from changing data.

#### **2.3.6 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.

#### **2.3.7 Marketing:**

The Walton marketing department is tirelessly working to increase the company's brand value. The marketing and graphic design departments collaborate to create promotional posters, banners, and social media content. Additionally, the Branding section handles consumer inquiries. The marketing division is responsible for product development. They collaborate with the R&D team to develop market-driven products.

#### **2.3.8 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.

### **2.3.9 Supply Chain Management:**

Walton's supply chain is a big part of the business. Their main job is to buy raw materials and other important things that are needed to make products. Walton has a lot of sellers from outside the United States. Because Walton needs to get new raw materials after getting the goods, the people in the supply chain are careful with them. In Walton, the supply chain has its own team of people in charge of operations management. They are in charge of making plans and making predictions.

Shipping is also part of the production chain. They have to make sure that there are no problems with the product supply. They also make good use of the room they have in their warehouses. The supply chain makes sure that the process of making something works well and efficiently. They make sure that nothing takes more time than it should. Lastly, this part of the business needs to talk to higher-ups to make sure everything goes as planned.

### **2.4 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:

### 2.4.1 Refrigerator:

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.



### 2.4.2 Motorcycle:

The first motorcycle producer in Bangladesh is Walton. Walton has a motorcycle production plant that creates vehicles with five distinct types of engines. The motorcycle features an amazing mileage cap and a generally outstanding level of performance. The motorcycles all have four-stroke, single-cylinder, air-cooled 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.

### 2.4.3 Air-conditions:



Walton manufactures top-notch air conditioners. The available air conditioning tones are 1, 1.5, and 2. Air conditioners of the split-type are presently being made by Walton. Walton air conditioners are produced using cutting-edge technology and premium raw materials.

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.

### 2.4.4 Television:

Walton manufactures TVs ranging in size from 19 to 65 inches long. LED, LCD, 3D, and smart televisions are offered by Walton. High levels of automation are used in the production of Walton televisions. The TVs' individual parts are all produced in Bangladesh. It is energy-efficient and has a long lifespan. All televisions are produced by Walton Micro-tech Corporation.



### 2.4.5 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.



#### **2.4.6 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.

#### **2.4.7 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.

#### **2.4.8 Home Appliances:**

By creating practical tools and devices, technological advancements are making our lives easier. As a result, Walton is making a variety of household appliance devices at affordable rates. There are many kitchen appliances available from Walton, including an air fryer, blender, juicer, coffee maker, multi cooker, blender, gas stove, induction/infrared/hot plate cooker, roti maker, kitchen cookware, lunchbox, rice cooker, electric oven, kitchen hood, mixer, bitter, pressure cooker, toaster, microwave oven, cake/sandwich maker, electric kettle, water purifier and water heater.





#### **2.4.9 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, 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.

#### **2.5 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.

## **2.6 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.

## **2.7 Objectives of Walton:**

Technical, sales & marketing, customer relations, administrative, human resources, finance, and information technology are the primary departments of Walton. HRM and Admin department works together to get the best success. In Walton group management is always trying to find out the best solution for their customers and as well as their employees. Walton gives the best effort to improve the organization on a regular basis.

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.

## 2.8 SWOT Analysis for Walton:

### Strengths:

- Bangladesh's most extensive electronic base
- Customer support and a robust sales channel
- Exceptional personnel and infrastructure throughout the country
- The benefit of first service
- A devoted clientele
- Exceptional ethical standards
- Management staff with a lot of experience
- Well-recognized brand name and reputation

### Weakness:

- Lack behind in raw materials productions sometimes
- Often the software is not updated from time to time

### Opportunities:

- A wide range of goods are available
- Increasing revenue by introducing new items
- Sales in major cities have increased.
- Opportunity to hire expert workers
- New items are being introduced
- Software person carrier
- The only company that exports electronic devices

### Threats:

- There can be unethical competition in the market
- Political instability hinders sales
- Entering the market of more competitors
- Multicultural customer demand.
- Natural and pandemic disasters such as Covide19.

# **Chapter 3:**

## **Industry Analysis**

### 3.1 Industry Analysis

Walton is a giant of Bangladeshi descent. With one of the biggest and best-equipped R&D centres in the world, it is currently the newest multinational company in the electrical, electronics, automobile, and other appliance industries. Walton Group employs more than 25,000 people. Walton is the market leader for refrigerator sales in Bangladesh (more than 70%). We own some of the most advanced and substantial production technology available.

### 3.2 Brand Position of Walton:

Stages of industry maturity					
Competitive position		Embryonic	Growth	Mature	Aging
	Dominant				
	Strong		Walton group		
	Favorable				
	Tenable				
	Weak				

### 3.3 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.

### **3.4 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.

### **3.5 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.

### **3.6 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.

### **3.7 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.

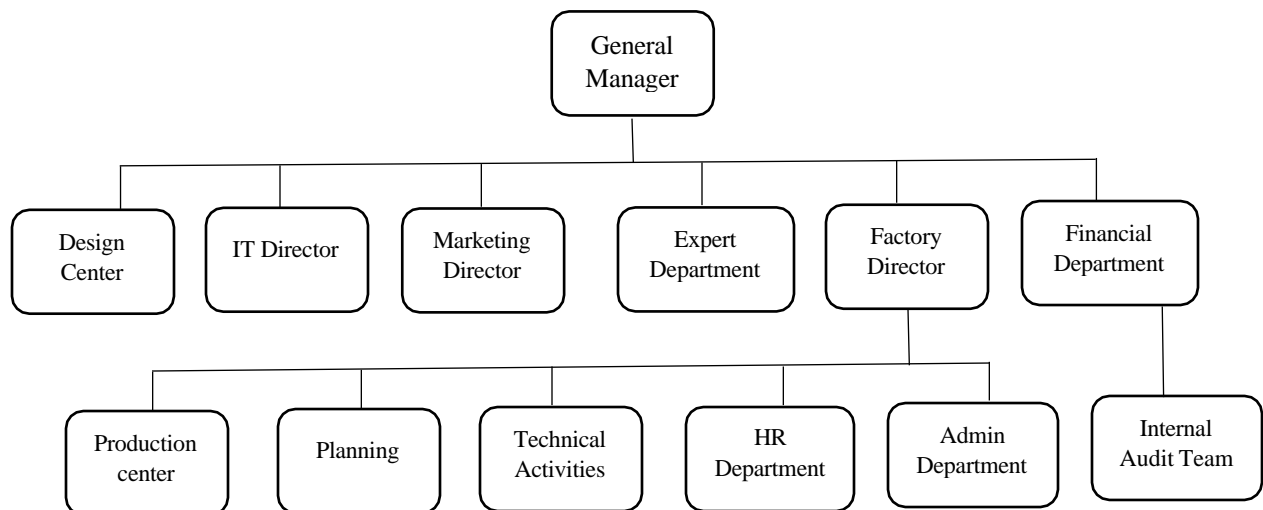
**The advantage in terms of competition:** Walton Group can use it better than any other competitive firm in Bangladesh and create it at a reasonable cost with efficient effort as the country's first global corporation.



**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.

### 3.8 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) encompasses all management decisions and actions that have a direct impact on the people or human resources of an organisation. In recent years, there has been increased focus on human resource diversification, how organisations manage these resources, and employee satisfaction. This newfound emphasis stems from the realisation that an organization's people enable it to achieve its objectives and that effective management of this resource is crucial to its success. The demands of the employees, the organisation, and society will present them with numerous obstacles along the path. Therefore, choosing the right qualified individual at the right moment enables the department to contribute to the organization's strategic objectives. Consequently, Walton's recruitment and selection planning and procedure is a crucial factor for analysing responsibilities and future objectives.

Walton employs a highly specialised and contemporary approach to recruitment and selection. The job advertising serves as the beginning of the hiring process, which concludes with the employee's last appointment. Walton periodically provides staff training to ensure that the hiring and selection process is completed properly and quickly. In other words, it follows a hiring procedure designed to identify the best individuals at the right moment to support the company's goals.

Due to the size and scope of the organisation, Walton does not practise all of the board's human resource practises. As a result, I've attempted to summarise the issues and data I've gathered. Walton's HR department employs the following human resource practises:

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

## **4.2 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.

### **4.2.1 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.

#### **4.2.1.1 Sourcing & Recruitment:**

Success, in Walton's opinion, is determined by the individual efforts made by each employee. Walton Plaza's human resources department abides by all relevant laws, regulations, and practises. They never consider hiring procedures or corporate rules. Planning underpins every managerial endeavour. It serves as the foundation for the other three groupings. Planning must include an evaluation of the location and setup of the company's human resources. A suitable plan of action is created and implemented in order to accomplish the business's goals and objectives.

#### **4.2.1.2 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.

#### **4.2.1.3 Training & Development:**

The topics of Walton's Development Tasks will be diverse. Assessing training needs, productivity consulting and development, presentation and interpersonal skills, management and supervisory training, and technical training methodologies are a few of these. Walton values employee training highly. All forms of training are available, including group internal training, orientation, internal Adding Value to Memory training, on-the-job training, and off-the-job 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:** Every year, Walton develops a "Annual Training Plan" for a number of departments. They select internal trainers, students, and seek participation from other staff members in a variety of training programmes. Every department has its own training programme, with the exception of the annual training plan. For many kinds of employees, Walton provides training programmes.

#### **4.2.1.4 HRBP:**

The HR business partner's responsibility is to ensure that Walton Plaza's human resource policies and practises comply with its needs, objectives, and goals. The HRBP doesn't deal with day-to-day training, policy wording, or the specifics of benefits packages and hiring; instead, it concentrates on the big picture. Less focus is placed on administration, management, and compliance.

The person in this position establishes and oversees Walton Plaza's human resources department's

objectives, putting more of an emphasis on strategy formulation than on the execution of policies. The HRBP makes sure that the HR strategy is incorporated into the overall business plan of the organisation.

#### **4.2.1.5 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.

#### **4.3 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.

##### **4.3.1 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.

##### **4.3.2 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.

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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.
- Organize an initial interview.
- Organize & Co-ordinate Written & IT Test for the primarily selected candidates.
- Co-ordinate final interview.

#### **4.4 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.

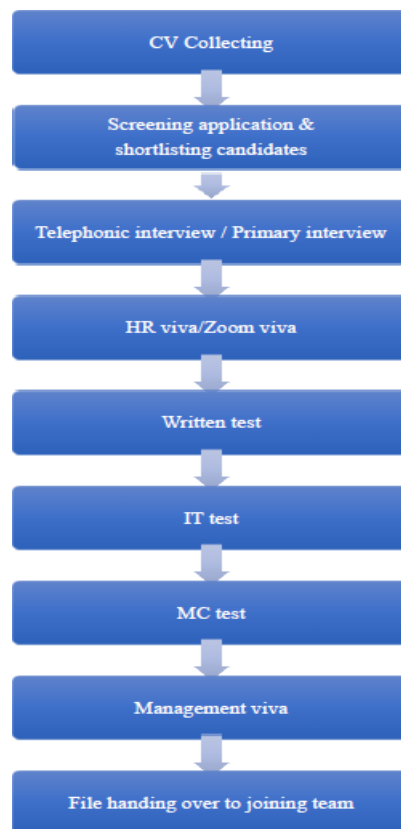
##### **4.4.1 General recruitment policy of Walton Plaza:**

- No person under the age of 18 may be hired for any post, regardless of category, unless the appropriate authority has approved the employment in writing.
- There is no such thing as forced labour in the Walton Plaza.
- Walton Plaza offers equal chances to all employees, and all positions are filled to fulfil the minimal qualifications and position requirements. The decisions made are unaffected by religions, castes, faiths, gender, or regional factors.
- According to Walton Plaza, one of the most crucial requirements for attracting customers is fair judgement.

- 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.
- A person who has been convicted of criminal offences by a court of law will not be considered for employment unless management gives notice.

#### 4.4.2 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:





#### 4.4.3 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:** An established recruiting tactic is newspaper advertisement. The daily newspaper does not discriminate against any group while sharing information about job openings because the adverts are open to everyone. People searching for employment are drawn to apply for a job at a certain company by people looking for work and an obvious goal. Contrarily, newspaper advertisements have a considerably wider audience. A well-crafted, illuminating advertisement can encourage people who are not interested in applying for a job to think about the business later on when they are looking for unfilled employment. Walton Plaza solicits resumes by placing advertisements in various newspapers.

**WALTON এ ক্যারিয়ার গড়ুন**

দেশের একমাত্র মাল্টি-সেক্টর প্রাইভেটাইজেশন, এয়ারকন্ডিশনিং, মোটরসাইকেল এবং টেলিভিশন উৎপাদনকারী শিল্প প্রতিষ্ঠান ওয়েলটন গ্রুপ এর অঙ্গ প্রতিষ্ঠান ওয়েলটন হাই-টেক ইন্ডাস্ট্রিজ লিমিটেড এ নিম্নবর্ণিত পদসমূহে দক্ষ ও অভিজ্ঞ লোক নিয়োগ দেয়া হবে :

**১. সিনিয়র অফিসার (অফিসার) পদের সংখ্যা-১০**

যোগ্যতা ও অভিজ্ঞতাঃ এমকম/এমবিএস ইন একাউন্টিং / সিএসসি/ কোর্সসম্পন্ন প্রার্থীদের অগ্রাধিকার দেয়া হবে। অফিসে কাজে তিন বছরের বাতর অভিজ্ঞতা থাকতে হবে। বাংলাদেশের যেকোন জেলায় কাজ করার অগ্রাধিকার থাকতে হবে। বয়স অন্তর্গত ৩২ বছর।

**২. সিনিয়র অফিসার (ওয়েলটন প্রজেক্ট) পদের সংখ্যা-৫০**

যোগ্যতা ও অভিজ্ঞতাঃ এইচএসসি/ডিগ্রি। ইলেকট্রনিক্স, হোম অ্যাপ্রয়েন্স, মোবাইল ফোন শোর্-কোর্সে সেরার সাথে অভিজ্ঞতাসম্পন্ন প্রার্থীদের অগ্রাধিকার দেয়া হবে। বাংলাদেশের যেকোন জেলা/খানায় কাজ করার অগ্রাধিকার থাকতে হবে। কম্পিউটারে ভালো দক্ষতা থাকতে হবে এবং মোটরসাইকেল চালানো জানতে হবে। বয়স অন্তর্গত ২৫ বছর।

**৩. ডেইরি ফার্ম টেকনিশিয়ান পদের সংখ্যা-০১**

যোগ্যতা ও অভিজ্ঞতাঃ এইচএসসি/সেমমান। দাবি পত্র প্রদত্তকালীন পরিচয়পত্রের সাথে বাতর অভিজ্ঞতা থাকতে হবে। ডেইরি ফার্মের কাজের অভিজ্ঞতাসম্পন্ন প্রার্থীদের অগ্রাধিকার দেয়া হবে।

যোগ্যতাসম্পন্ন অফিসি প্রার্থীদের আবেদনপত্রসহ জীবন বৃত্তান্ত, সদ্য তোলা এক কপি রঙিন পাসপোর্ট সাইজের ছবি, প্রাতিষ্ঠানিক শিক্ষার সনদপত্র (সত্যায়িত) এবং জাতীয় পরিচয়পত্র/জন্ম নিবন্ধন এর সত্যায়িত ফটোকপি সহ নিম্নোক্ত ঠিকানায় বিজ্ঞাপন প্রকাশের ১৫ (পনের) দিনের মধ্যে আবেদন করার জন্য অনুরোধ করা যাচ্ছে।

আবেদনপত্র এবং নামের উপর অবশ্যই পদের নাম ও নিজ জেলার নাম উল্লেখ করতে হবে।

দরখাস্ত প্রাপ্তির তারিখঃ নির্দিষ্ট পরিচালক, মানবসম্পদ ব্যবস্থাপনা বিভাগ, ওয়েলটন হাই-টেক ইন্ডাস্ট্রিজ লিমিটেড, ১০ নিলকুশা বা/এ, ঢাকা-১০০০, অথবা জিপিও বক্স নং-৫৭০, ঢাকা।

**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

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.



#### 4.4.4 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.

#### 4.4.5 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?

#### **4.4.6 Written, IT & Management Viva:**

After conducting the HR viva, I assisted in administering the written examination for different posts. My responsibilities included verifying the identity of candidates, distributing and collecting examination papers, and ensuring the examination environment was quiet and free from distractions. Overall, I played an important role in ensuring the smooth and fair administration of the written examination process for the different posts. I had to take their written exam, IT test. Only passed candidates from written exam, IT can attend the Management viva, also known as final viva.

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.

#### **4.4.7 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.

#### **4.4.8 File Adjustment:**

I conducted comprehensive file adjustment process for the newly recruited candidates to ensure that all their personnel files are up-to-date and accurate. The first step was to verify the candidates' employment application forms and resumes to ensure that all the information provided matched the job requirements. I also reviewed their educational qualifications, work experience, and any other relevant documents to ensure that they met the minimum requirements for the positions they were hired for.

After verifying the candidates' information, I organized and updated their personnel files to reflect the new hires. I ensured that all necessary information, such as their contact details, emergency contacts, and certificates, was included in their files. Overall, the file adjustment process was successful, and the department now has accurate and up-to-date personnel files for the new hires, which will facilitate the smooth running of the department.

#### **4.4.9 Information Verification:**

This week I involved gathering and reviewing a range of documents to verify the identity, qualifications, and other important details of each candidate. The types of documentation you collect will vary depending on the position being filled, the industry, and the specific requirements of the organization.

Some of the typical documents that I collect include resumes or CVs, cover letters, references, academic transcripts, certificates, licenses and identification documents. I need to verify that the information provided by the candidates is accurate and complete, and that the documentation is genuine. My attention to ensure that the documentation of candidates is collected accurately and in a timely manner. Additionally, I may need to communicate with candidates to request additional information or to answer questions they may have about the documentation process. My ability to communicate effectively and provide a positive candidate experience is also essential to the success of the recruitment and selection process.

#### **4.4.10 Investigation:**

- Send investigation emails: I need to send the investigation mails to the concern people for the new joining persons investigation and to get the proper knowledge about my candidates.

This is a policy of Walton Group and it is followed for every employee. It gives us the accurate information about the person.

- Assist Recruitment & Documentation of Walton Plaza: I need to prepare the proper documents for the joining purpose. I assist my supervisor in his work to do the documentations properly and get the best output from him.
- Responsible for Preparing Personal File: After collecting all the documents I need to prepare the file. During this part I receive the file from sourcing part and the rest of the documents from the candidate.
- Drafting Appointment Letter: If all the documents of the candidate are ready and he or she is ready for the joining I prepare his or her appointment letter with the proper instructions. I need to get the sign from the Head of HR and the candidate then I can provide it to the candidate.

#### **4.4.11 Information Update in HRMS software:**

I have updated employee's information in the HRMS software on behalf of the HRM department. The employee's information was updated in the following areas: Personal Information, Employment Information, and Qualifications. In terms of Personal Information, the employee's family information, NID, nominee, references, guarantor, contact number was updated to reflect their new phone number. This update was necessary to ensure that the employee can be contacted easily and promptly by the organization. In terms of Employment Information, the employee's job title, salary, and employment status were updated to reflect a recent change in their position. This change was necessary due to the employee's promotion to a higher position in the organization. The employee's new job title, salary, and employment status were updated in the HRMS software to reflect this change.

#### **4.4.12 Editor:**

During my internship period, I often had to do different type of edit related works. Make the certificates, NID given by the employees readable and printable.

#### **4.5 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.
- 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 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:**

# **Analysis of Internship Activities**

### **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:**

One of the most crucial components of a marketing strategy is segmentation. Market segmentation is the process of identifying and focusing on a certain market. It is the process of segmenting a market's customer base into various groups. Multiple factors could lead to market fragmentation. Demographics, geography, behaviour, and psychographics are just examples of the variables that go into market segmentation.

Walton primarily focuses on the demographic foundation. The population base of Walton includes people of different ages and socioeconomic backgrounds. The age group is divided into three groups by Walton: younger, adult, and elderly generations. Low-income and middle-income

people are the two groups into which they divide the income group.

- **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:**

A variety of electric and electrical goods are produced by Walton. For their diverse range of products, they have a variety of target customers in mind. For instance, they provide simple phones that are appropriate for their needs to the elderly and the underprivileged. They offer multimedia phones for those who enjoy entertainment. The Primo series, which is simpler to operate, was then offered to customers with Android devices.

### **5.3.3 Positioning Strategy:**

Walton uses a competitive positioning strategy in the electronics industry to stay one step ahead of the competition. They employ extremely competent marketers who make every effort to build a favourable reputation in the eyes of their customers.

## **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:**

One of Bangladesh's fastest growing industries is technology-based businesses, and Walton Group is a well-known company that has significantly boosted the economy of the nation. Walton's main objective is to provide its customers with the best and highest quality products. Their superiors and senior management put in a lot of effort each day to make sure that their customers are happy.

They provide training as well as a variety of incentives and reward programmes to encourage employees to provide their best effort at work in order to increase productivity from their workforce. They aim to compete with the biggest multinational and international firms in the globe. The fact that Walton has effective human resources and great departmental cooperation is the most important factor. It enjoys a stellar reputation in the commercial sectors both at home and abroad.

Therefore, being a part of such a reputable organization means a lot, even if it is just for a short period. I had a strong commitment to this company over this little period of employment, and I had numerous chances to learn new things about the corporate workplace. Everyone at HRM was incredibly supportive and helpful throughout the procedure.

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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