Internship Report

on

Recruitment & Selection Process in Bangladesh: A Case Study on Fashion Power Group

Submitted by:

Jannatul Fardous Juthi

ID: BBA2102023050

Program: Bachelor of Business Administration (BBA)

Major: Human Resource Management (HRM)

Semester: Spring-2025

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of

Bachelor of Business Administration (BBA)



Sonargaon University (SU)

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

Date of Submission: April 28, 2025

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Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU)



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

Date of Submission: April 28, 2025

Letter of Transmittal

April 28, 2025

To,

Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU), Dhaka.

Subject: Submission of Report on “Recruitment & Selection Process in Bangladesh: A Case Study on Fashion Power Group”

Dear Sir,

With due respect, I am submitting my Internship Report on the topic titles as “Recruitment and Selection Process of Fashion Power Group” as a part of my BBA program. This is my honor to submit this report of my three months long Internship Program in Fashion Power Group. This report has been prepared to fulfill the requirement of my Internship Program at my assigned organization in Fashion Power Group. It has been a great learning experience for me to work in the organization and preparing this report by outmost effort. Hence, this has been obvious for me to conduct similar types of studies in the future.

I am thankful to you for your guidance, suggestions, and constructive criticisms during the preparation of this report that only impelled me further into excelling. I genuinely hope that you would enjoy learning about the organization and its operational procedures besides merely evaluating the work based on the grading criteria set for this assignment.

Regards

Sincerely Yours,

_____

Jannnatul Fardous Juthi

ID: BBA2102023050

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

I, Mr. Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU) hereby certify that the Report work entitled as "Recruitment & Selection Process in Bangladesh: A Case Study on Fashion Power Group" has been prepared by Jannatul Fardous Juthi , ID: BBA2102023050, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of the Bachelor of Business Administration (BBA) with major in HRM. To the best of my knowledge, the above-mentioned work has been conducted by the student herself. Any option and/or suggestion made in this study are entirely that of the author of this report.

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

_____

Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

This is Jannatul Fardous Juthi, a student of Bachelor of Business Administration (BBA), ID: BBA2102023050 from Sonargaon University (SU) would like to solemnly declaration here that this report on “Recruitment & Selection Process in Bangladesh: A Case Study on Fashion Power Power Group” has been authentically prepared by me under supervisor of Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act intonationally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely Yours,

Jannatul Fardous Juthi

ID: BBA2102023050

Major: HRM

Semester: Spring-2025

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Sonargaon University (SU)

Acknowledgement

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

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

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

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

With sincere appreciation,

Jannatul Fadous Juthi

BBA2102023050

Major: HRM

Semester: Spring-2025

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Executive Summary

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

Table of Contents		
Sl. No.	**Name of Contents**	**Page No.**
	Letter of Transmittal	I
	Letter of Authorization/Certificate of Supervisor	II
	Student's Declaration	III
	Acknowledgement	IV
	Executive Summary	V
	Table of Contents	VI
	Chapter: One Introduction	**1-5**
1.1	Introduction	2
1.2	Objectives of the Study	3
1.3	Methodology of the Study	4
1.4	Limitations of the Study	5
	Chapter: Two Literature Review	**6-8**
2.1	Literature Review	7
	Chapter: Three Profile of the Organization	**9-18**
3.1	Overview	10
3.2	Company Vison, Mission	11
3.3	Objectives of Fashion Power group	12
3.4	Clients	12
3.5	Board of Directors	13
3.6	Sister Concern	13
3.7	Product category	14
3.8	Registered Office	16
3.9	SWOT Analysis	16
	Chapter: Four Internship Responsibilities	**19-20**
4.1	Internship Responsibilities	20
	Chapter: Five Analysis of the Study	**21-28**
5.1	Sources of Recruitment	22
5.3	Recruitment Process of Fashion Power Group	25
5.4	Selection Process of Fashion Power Group	27
	Chapter: Six Findings	**29-30**
6.1	Findings	30
	Chapter: Seven Recommendations & Conclusion	**31-33**
7.1	Recommendations	32
7.2	Conclusion	33
	Bibliography	34

Chapter: One
Introduction

1.1 Introduction

Hiring the right people is key to any company's success—and for Fashion Power Group, one of Bangladesh's leading garment manufacturers and exporters, it's more important than ever. As the company grows, it focuses on bringing in not just skilled professionals, but people who also fit its culture and values.

As Fashion Power Group continues to grow, finding the right people has become even more important. The company looks beyond just skills—it also values candidates who fit its culture and share its core values. This people-first mindset is especially crucial in departments like merchandising, production, quality control, and supply chain, where teamwork, reliability, and attention to detail directly impact performance and customer satisfaction.

This case study looks at how Fashion Power Group recruits and selects talent for key operational and managerial roles. It covers how the company finds and evaluates candidates, the challenges it faces in a competitive job market, and how its approach compares to others in the industry. It also highlights how strong hiring strategies—like employer branding—help the company grow, keep top talent, and build a strong reputation in the global apparel market.

1.2 Objectives of the Study

The main aim of this report is to meet the course requirements for the Human Resource Management class in the BBA program at Sonargaon University. It also focuses on understanding how the recruitment and selection process works at Fashion Power Group, a leading company in the industry.

The objective of this report there are two types of objectives:

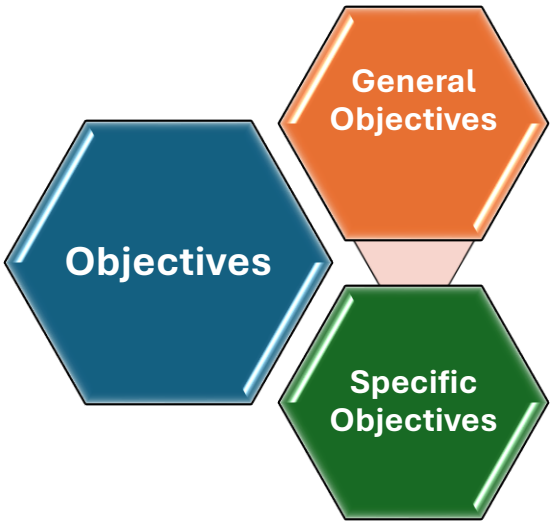


Figure 1:- Types Of Objectives

General Objectives

The General Objectives of this study is to understand the Recruitment & Selection Process at Fashion Power Group.

Specific Objectives

The specific objectives of this report are as follows:

- To get a clear understanding of the Recruitment & Selection Process at Fashion Power Group.
- To identify what makes the Recruitment & Selection Process effective.
- To explore the challenges, weaknesses, and obstacles in the current process.
- To suggest practical ways to improve the Recruitment & Selection Process at the company.

1.3 Methodology of the Study

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

Data Sources

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

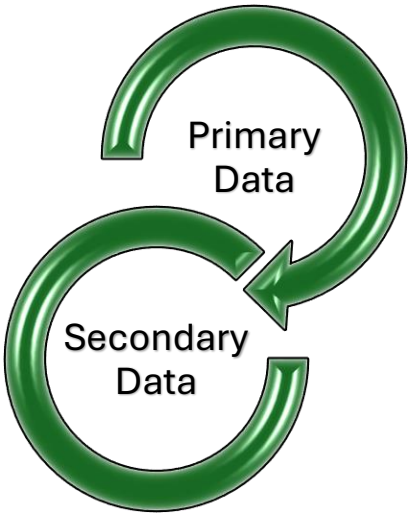


Figure 2: Types of Data

Primary Data

Primary Data provide firsthand information, which I gathered through indirect methods. These data include:

- Face to face conversation with the officer
- Observations

Secondary Data

- Various articles and journals available online.
- Website of Fashion Power Group
- Various study reports.
- Corporate Publications of Fashion Power Group
- Available local knowledge materials developed by various experts.

Data Analysis, Classification & Presentation

For this report, I gathered information by observation, having informal chats with employees, and going through company documents. Rather than using formal surveys, I found that casual conversations with staff from different departments gave me more genuine and practical insights.

I also referred to secondary sources like annual reports and other relevant documents to back up my findings and get a clearer understanding of the recruitment and selection process at Fashion Power Group.

I then analyzed all the information manually using a qualitative approach, looking for patterns and common themes. By thinking critically and using my judgment, I was able to interpret the data in a way that presented a clear and realistic picture of how the company handles hiring.

1.4 Limitations of the Study

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

Additionally, the study is based on input from a small number of departments and employees, so the conclusions may not apply to the entire organization. Time constraints and company confidentiality policies also limited access to detailed information, affecting the depth and completeness of the analysis.

- Some information on the recruitment and selection process was hard to access.
- The data I gathered was incomplete and lacked detail.

- As this was my first time doing this kind of research, my inexperience affected some parts of the study.
- It was challenging to get up-to-date and practical data.
- There weren't enough skilled staff involved in the recruitment process, limiting my findings.
- I faced a lack of relevant information that could have enhanced the study.
- My limited knowledge of certain company operations meant some areas were not fully explored.
- Some of the secondary data was outdated, affecting the relevance of my findings

Chapter: Two
Literature Review

2.1 Literature Review

Noe, R.A., et al. (2024) reported that the recruitment and selection process in Bangladesh typically begins by sourcing candidates through various channels, such as job portals, advertisements, and employee referrals. After sourcing candidates, employers conduct screenings, written tests, and interviews to assess the qualifications and suitability of applicants. To ensure thorough assessment, many organizations also incorporate psychometric tests and background checks to verify the candidates' qualifications, abilities, and fit for the role. Importantly, adherence to labor laws and maintaining transparency throughout the recruitment process are emphasized. The increasing use of digital platforms has significantly streamlined the process, enhanced efficiency and ensuring a more effective and fair talent acquisition system.

Burke, L.A. (2018) emphasized that the recruitment and selection process involves sourcing candidates from similar channels like job portals, advertisements, and employee referrals. The process typically begins with CV screening, followed by written tests and interviews, through which employers assess the skills and cultural fit of the candidates. Some organizations go further by using psychometric evaluations and conducting reference checks to ensure that they hire the right candidates. Additionally, compliance with labor laws is crucial to ensuring transparency and fairness in the process. The advancement of technology has greatly influenced the recruitment process, with many organizations utilizing digital tools to enhance the overall efficiency and effectiveness of talent acquisition.

Arthur Jr., et al. (2009) similarly discussed the recruitment and selection process, which involves attracting candidates through advertisements, job portals, and referrals. The initial steps include screening resumes, conducting written tests, and holding interviews to evaluate the candidates' skills and fit for the role. Psychometric assessments are sometimes incorporated, along with background checks and reference verifications. As noted by Arthur Jr. et al., a key focus for employers is ensuring compliance with labor laws and practicing fair recruitment methods. The increasing reliance on digital platforms and technology is improving the efficiency and transparency of the recruitment process, ensuring that companies can effectively attract top talent.

Blume B.D., et al. (2010) found that the recruitment and selection process focuses on attracting and selecting the right candidates through a combination of methods such as advertisements, online job portals, and referrals. Once candidates are sourced, employers proceed with CV screening, written tests, interviews, and background checks to assess qualifications and suitability. Transparency, fairness, and adherence to labor laws are emphasized to ensure the recruitment process is ethical and unbiased. The integration of advanced technology, especially digital platforms, has played a key role in streamlining recruitment practices, making the process more efficient and effective in selecting top talent.

Kraiger, K., et al. (1993) discussed that the recruitment and selection process involves identifying, attracting, and hiring qualified candidates. Organizations typically source candidates through job portals, advertisements, and referrals, with an emphasis on using various assessment methods, including CV screening, written tests, interviews, and reference

checks. As in previous studies, Kraiger et al. highlighted the importance of maintaining transparency and fairness in the process, ensuring compliance with labor regulations. The role of digital tools and technology is also noted, with these resources increasingly being used to streamline the hiring process and improve organizational efficiency in selecting the best talent.

Bell, B.S. & Kozlowski, S.W. (2007) emphasized that the recruitment and selection process involves attracting candidates through job advertisements, online platforms, and referrals. The process typically involves screening resumes, conducting interviews, and administering tests to assess candidates' skills and compatibility with the organization. In some cases, companies also carry out background and reference checks. Bell and Kozlowski stressed that fairness, transparency, and compliance with labor laws should be at the forefront of recruitment processes. The rise of digital tools and platforms has further enhanced the efficiency of recruitment efforts, improving the overall candidate experience and helping organizations to better manage and assess applications.

Brown, K.G., et al. (2011) expressed that the recruitment and selection process involves identifying and attracting candidates through multiple channels, such as job portals, advertisements, and referrals. The process includes essential steps like CV screening, written tests, interviews, and background checks. Employers focus on evaluating candidates' skills, experience, and cultural fit within the organization. It is emphasized that adherence to labor laws and transparent practices is critical throughout the recruitment process. The growing adoption of digital platforms has further streamlined the process, enhanced its efficiency and ensuring organizations are able to select top talent effectively.

Tharenou, P., et al. (2007) found that the recruitment and selection process involve attracting candidates through various means, including job advertisements, referrals, and online platforms. This process typically includes resume screening, interviews, and assessments to evaluate the qualifications and suitability of candidates. Background checks and reference verifications are often carried out. Emphasizing fairness, transparency, and compliance with labor laws remains vital in recruitment efforts. With the increasing use of digital tools, many organizations are incorporating technology to enhance the efficiency of their hiring processes, resulting in an overall improvement in the recruitment experience.

Kraiger, K. (2007) expressed that the recruitment and selection process typically begin with attracting potential candidates through advertisements, job portals, and referrals. Employers screen resumes, conduct interviews, and assess candidates' skills through tests to ensure a good fit for the position. Background checks and reference verifications are commonly used. Emphasizing fairness, transparency, and adherence to labor laws is crucial to ensure a just and equitable selection process. As technology continues to evolve, digital platforms are increasingly being employed to improve efficiency and streamline recruitment processes, ensuring a more effective and transparent selection of candidates.

Chapter: Three
Profile of the Organization

3.1 Company Overview



Figure 3: Fashion Power Group

Company Name: Fashion Power Group

Established: 2003

Head Office: House #08, Road # 13, Sector # 03,Uttara, Dhaka-1230

Company Overview

Fashion Power Group is a leading trader, manufacturer, and supplier of all kinds of Knit (Circular & Flat Knit), Woven, and Leather products in Bangladesh. Since our establishment in 2003, we have been successfully exporting our products globally, consistently exceeding customer expectations. We follow our motto:

"Less promise, over deliver."

We are a vertically integrated company, which means we manage every aspect of production—from knitting, dyeing, and finishing to cutting, sewing, and packing—all under one roof. Our dedicated Merchandising & Production team is highly experienced, ensuring top-quality products and services that meet the specific needs of our buyers worldwide.

We operate with transparency, continually improve our quality and processes, and are committed to social ethics and environmental sustainability. Our core values of long-term relationships and transparency are the foundation of everything we do.

3.2 Company Vision, Mission



Figure 4: Company Vison, Mission

A) Vision of Fashion Power Group

Fashion Power Group aims to be a global leader in the fashion industry, offering innovative, high-quality apparel that enhances the lives of customers. The company is committed to integrating sustainability and ethical practices into every aspect of its business, from design to production, with a focus on positive social and environmental impact.

Fashion Power Group's vision is to lead the fashion industry with integrity, quality, and sustainability, creating lasting value for customers, employees, and the community.

Vision Statement

"To be a global leader in the fashion industry, delivering innovative, high-quality apparel that enhances the lives of our customers while promoting sustainability and ethical practices"

b) Mission of Fashion Power Group

Fashion Power Group is committed to growing and succeeding by upholding its core values of transparency and continuous improvement. We aim to deliver high-quality apparel that not only satisfies our customers but also benefits the environment and community. We focus on building lasting relationships, embracing innovation, and maintaining ethical practices while prioritizing sustainability and the well-being of our stakeholders.

Mission Statement

"Our mission is to grow and succeed by staying true to our values of transparency and continuous improvement. We aim to deliver high-quality apparel that makes our customers

happy while being responsible toward the environment and the community. We're dedicated to building lasting relationships and creating a positive impact on everyone we work with"

3.3 Objectives of Fashion Power group

Fashion Power Group is focused on excelling in the apparel industry through a set of key goals:

- **Quality and Timely Delivery**: We aim to consistently provide high-quality products on time, ensuring customer satisfaction and long-term partnerships.
- **Efficient Operations**: By managing every stage of production in-house—from knitting to packing—we ensure better quality control and smooth operations.
- **Sustainable and ethical business practices**: We're committed to doing business the right way—ethically and sustainably. That means caring for the environment, treating people fairly, and giving back to the community, just like we promise in our mission.
- **Global Standards:** We follow international standards like the UN's SDGs to keep our work honest, fair, and socially responsible at every level.
- **Employee Development**: We prioritize the well-being of our team by offering a safe environment, fair compensation, and growth opportunities.
- **International Expansion**: We're focused on growing our presence in global markets while maintaining high standards of quality and service.

3.4 Our clients



Figure 5: Clients

3.5 Board of Directors

Managing Director & CEO	Mijanur Rahman
Director	Mostafizur Rahman
Executive Director	Mahbubur Rabbi

3.6 Sister Concern

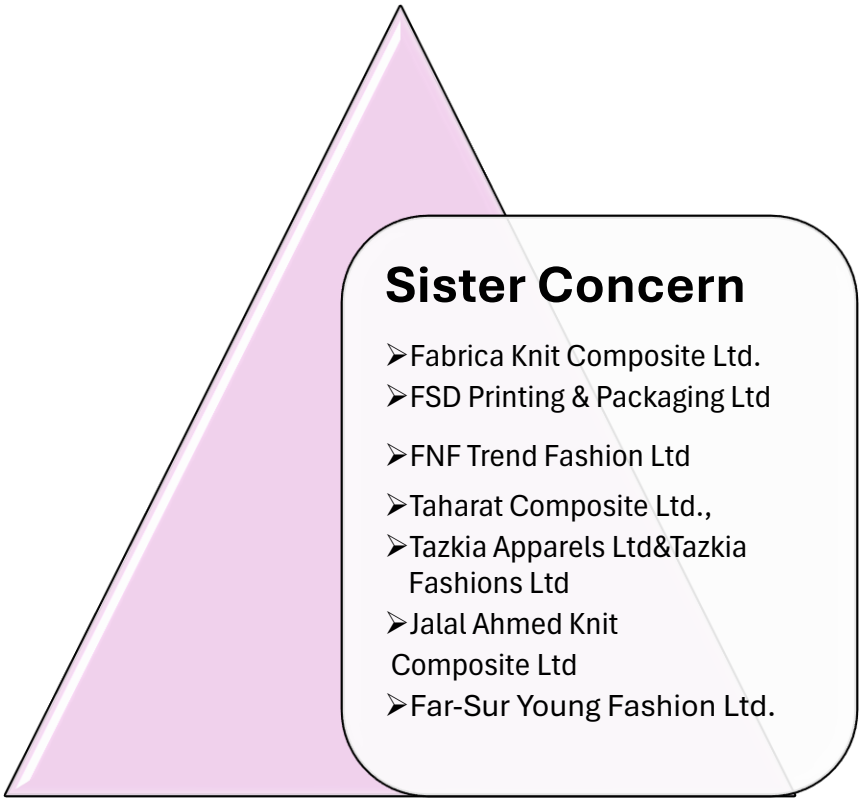
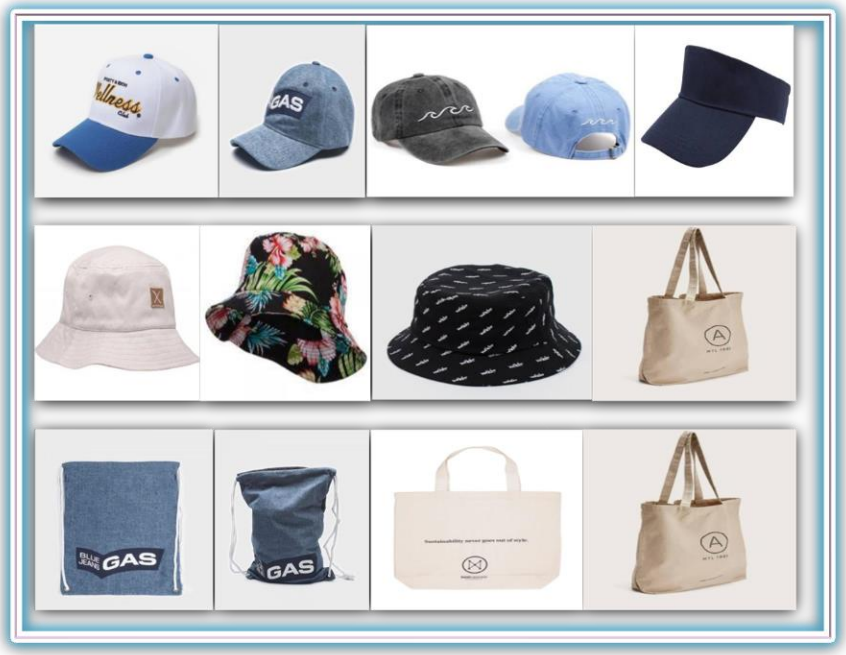


Figure 6: Sister Concern

3.7 Product Category

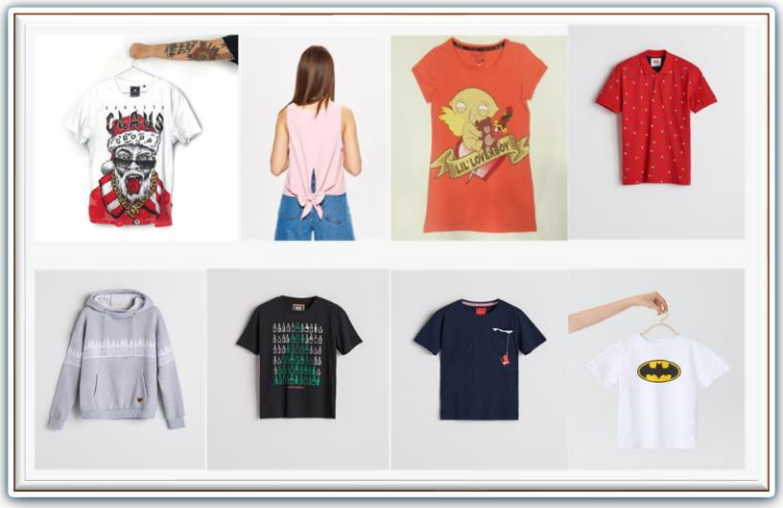
CAP & BAG



Woven Garments



Circular Knit Garments



Flat knit Garments



Kids Garments



3.8 Registered Office



Figure 7: Registered Office

3.9 SWOT Analysis

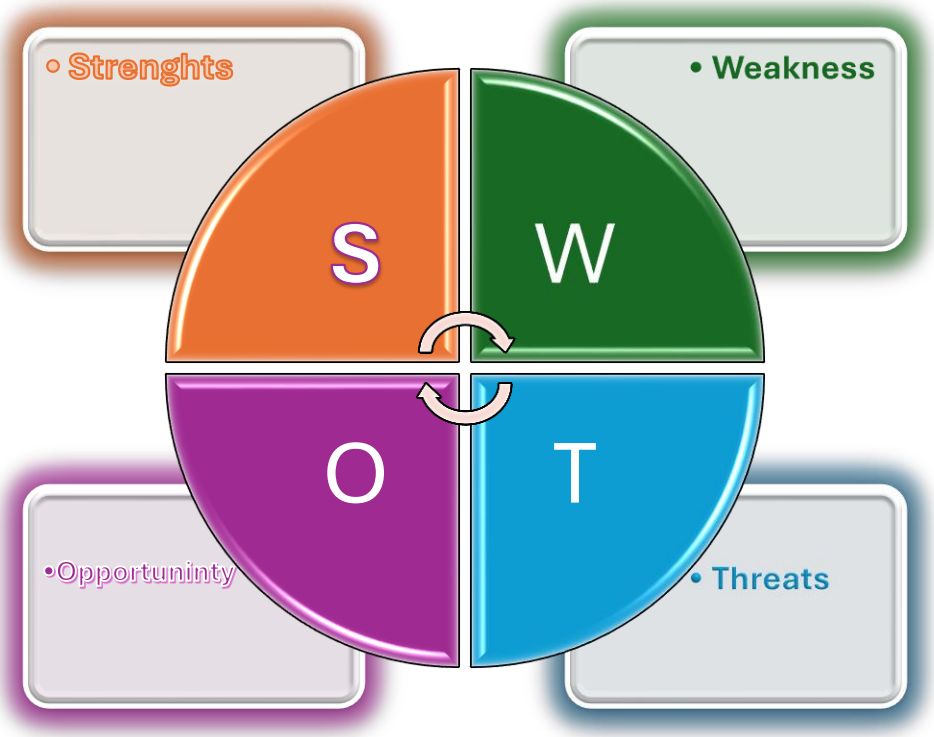


Figure 8: SWOT Analyses

1. Strengths

Strong Brand Image: Over the years, we've built a strong reputation for being dependable, delivering consistent quality, and always putting our customers first.

Global Reach: We proudly export our products around the world, maintaining strong relationships with buyers across multiple countries and continents.

Skilled Workforce: Our skilled and passionate team is the heart of our success—bringing experience, creativity, and dedication to every step of the process.

Innovation in Manufacturing: We embrace innovation in our production processes to stay ahead—ensuring high quality, speed, and flexibility for every order.

Sustainability Practices: We care deeply about the planet. Our practices focus on reducing waste, saving energy, and making responsible choices at every level of production.

2. Weakness

Too many departments being managed by too few people: The high number of departments under the supervision of the General Manager may lead to low productivity due to ineffective management and oversight

Limited Product Variety: The company offers a limited range of products, which may restrict its ability to cater to a wider customer base.

Small Packaging Sizes: Our current packaging sizes may not fully align with customer needs or market expectations, and there's room to scale up.

High Distribution Costs: The cost of distributing products is high, potentially reducing the company's overall profitability

Lack of strong marketing and promotional efforts: Haven't made the most of branding and promotional efforts yet, which keeps us from reaching more customers and standing out in the market.

Lack of Professional Degree Holders: The absence of employees with professional degrees in key areas may limit the company's ability to innovate or handle complex challenges effectively.

No Special Training Programs: There are no dedicated training programs for employees to enhance their skills, which may impact long-term development.

3. Opportunities

Established brand with a strong reputation for high quality: We've built a solid reputation over the years for delivering high-quality products that customers can count on.

Expanding and Growing Market: We're continuously expanding our presence in new markets, bringing our products to more customers around the world.

Rising Consumer Income: As incomes grow, both locally and internationally, more people are able to afford and appreciate the quality of our products, expanding our customer base.

Innovative Product Development: We're always looking for new ways to create exciting products that meet the evolving needs and preferences of our customers.

Global Market Expansion: There's a huge opportunity for us to grow our market share and boost profitability by tapping into new international markets.

4. Threats

Intense Competition: The market is full of competitors, and staying ahead means constantly innovating and delivering top-notch products.

Trends and shifts in the market: Consumer preferences and trends are always changing, which means we need to stay agile and adaptable to keep up**.**

Government Regulations: New regulations or changes in existing laws can impact how we operate, adding complexity to our business.

Price Pressure: As competition increases, there's constant pressure to lower prices while maintaining product quality and profitability.

Rise of Local Competitors: As competition increases, there's constant pressure to lower prices while maintaining product quality and profitability**.**

Quality Perception: Maintaining the high quality our brand is known for is essential, but any dip in quality could affect how customers perceive us.

Chapter: Four
Internship Responsibilities

4.1 Internship Responsibilities

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

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

- **Making Appointment Letters:** One of my first tasks at Fashion Power Group was preparing appointment letters for new hires. With guidance from my supervisor, I entered key details about the employee and their role. It was a great way to learn about the hiring process firsthand.
- **Updating Employee Attendance:** I updated employee attendance data from January to March using Excel. I tracked late entries and calculated leave deductions as per company policy (one earned leave deducted for being late three days in a row).
- **Organizing Personal Files:** I sorted employee files alphabetically and made sure each file included important documents like academic certificates, photos, and NIDs. Files of top management were kept confidential.
- **Assisting in Recruitment & Selection:** During my internship at Fashion Power Group, I supported the hiring process for a Marketing Officer. I helped review CVs, shortlist candidates, schedule interviews, and contact applicants. After the interviews, I helped summarize the results and draft the offer letter. It was a great hands-on experience that gave me real insight into HR work.
- **Onboarding and Orientation:** During my internship at Fashion Power Group, I helped new employees feel welcome and prepared on their first day. I assisted in creating welcome kits, organizing orientation sessions, and walking them through company policies, benefits, and procedures. It was a great experience helping new hires settle in smoothly.
- **Scheduling Meetings & Interview Coordination:** As part of my internship at Fashion Power Group, I helped schedule meetings and coordinate interview sessions, making sure everyone was informed and available. I also assisted in preparing comparison sheets to evaluate candidates fairly based on their qualifications and interview performance, which helped the HR team make clear, informed decisions.

Chapter: Five
Analysis of the Study

5. Recruitment and Selection Process of Fashion Power Group

5.1 Sources of Recruitment

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

The sources of recruitment can be divided into two group:

A. Internal Sources(Hiring People Who Already Know the Company)

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

I. Current Employees

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

II. Retired or Former Employees

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

III. Previous Applicants

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

B. External Sources(Bringing in Fresh Talent from Outside)

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

I. Job Advertisements

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

II. Job Portals & Company Websites

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

III. Job Fairs & Exhibitions

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

IV. Campus Recruitment

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

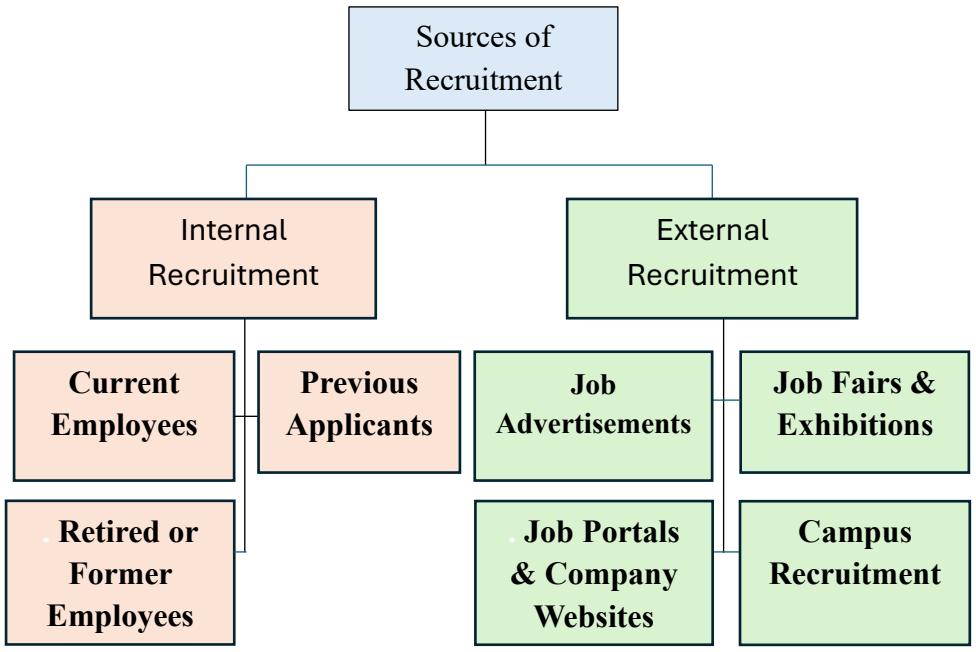


Figure 9: Sources of Recruitment

Example of job Circular in Fashion Power Group

Fashion Power Group  **We're Hiring**	**Contact Info** **Fashion Power Group** **House #08, Road # 13, Sector 03,** **Uttara, Dhaka-1230.** **Phone : +8801678850100** **Email : info@fpg.com.bd**

Marketing Executive/Assistant Manager

Job Description:

We are seeking a motivated and experienced Marketing Executive/Assistant Manager to join our dynamic team in the Marketing Department. This role will be responsible for developing and executing marketing strategies to promote our garment products and drive sales growth.

Responsibilities:

- **Conduct market research to identify target customer segments and market trends.**
- **Develop and implement marketing plans and strategies to promote our products.**
- **Create compelling marketing materials, including presentations, brochures, and online content.**
- **Manage and maintain relationships with key clients and stakeholders.**
- **Monitor marketing campaign performance and make data-driven adjustments.**
- **Assist in the planning and execution of trade shows and events.**
- **Collaborate with other departments, including sales and merchandising, to ensure marketing efforts align with overall business goals.**

Requirements:

- **Bachelor's degree in Marketing, Business Administration, or a related field.**
- **2-5 years of experience in marketing, preferably in the garment or apparel industry.**
- **Strong understanding of marketing principles and strategies.**
- **Excellent written and verbal communication skills.**
- **Ability to work independently and as part of a team.**
- **Proficiency in Microsoft Office Suite and other relevant software.**
- **Experience with digital marketing tools and platforms is a plus.**

Benefits:

- **Competitive salary and benefits package.**
- **Opportunity to work in a fast-paced and dynamic environment.**
- **Chance to contribute to the growth of a leading garment manufacturer.**

Employment Status:

- **Full Time**

Gender

- **Both Male/ Female**

Job Location
Uttara

Interested candidates are invited to submit their resumes and cover letters to hr@fpg.email.com

5.2 Recruitment Process of Fashion Power Group



Figure 10: Recruitment Process

❖ **Create Job Vacancy**

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

❖ **Write the Job Description**

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

❖ **Advertisement of Job Vacancies**

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

❖ **Shortlisting Candidates**

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

❖ **Technical Assessment(If Need) and Written Exam**

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

- **Written Exam:** This usually tests general skills like reasoning, problem-solving, or knowledge relevant to the role. It helps us understand how well candidates can think through challenges and communicate their ideas clearly.
- **Technical Assessment(If Need):** This focuses on the candidate's expertise in specific tasks required for the job. Whether it's coding, design, or any other technical skill, this test evaluates how well candidates can perform the job's hands-on tasks.

❖ **Interview**

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

❖ **Checking References**

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

❖ **Offer and Onboarding**

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

5.3 Selection Process of Fashion Power Group

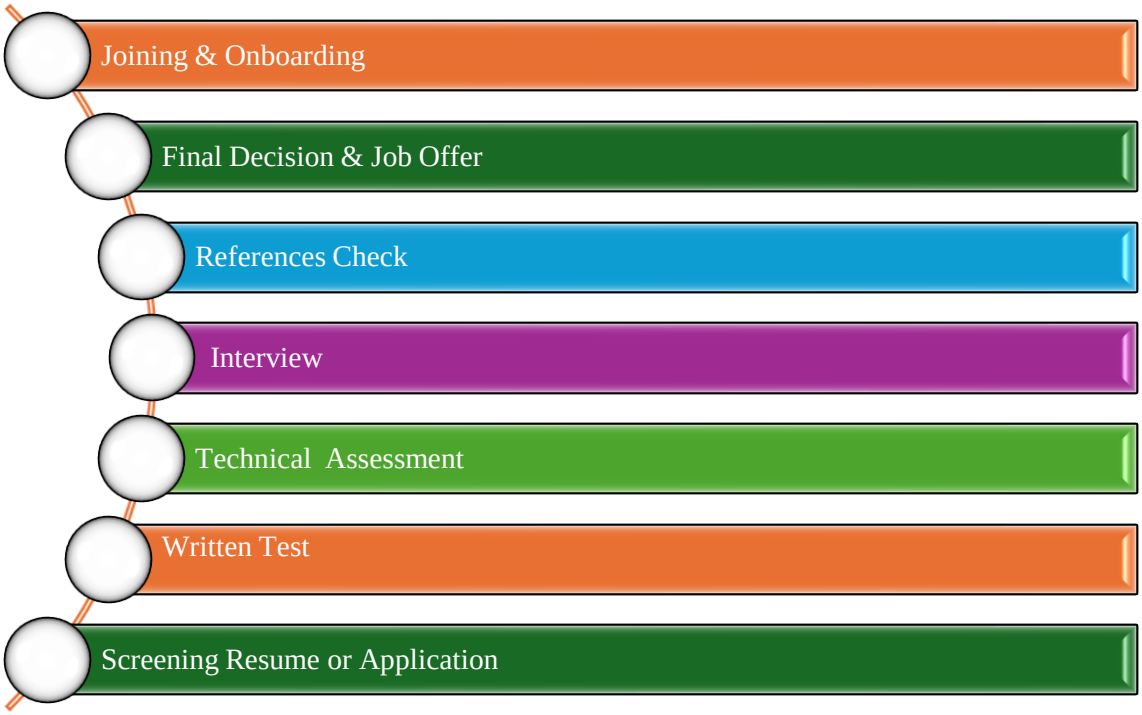


Figure 11: Selection Process

❖ **Screening Resumes or Applications**

First, we review all the resumes and applications we receive to find candidates who meet the basic qualifications and skills needed for the role. This helps us narrow down the pool to the most promising applicants.

❖ **Written Test**

For some roles, we may ask candidates to complete a written test. This could be anything from problem-solving tasks to writing assignments, or specific tests related to the role, helping us gauge how well they can perform key job functions.

- **Technical Assessment (If Need)**

For more specialized roles (like developers or designers), we may include a technical assessment. This is a chance for candidates to showcase their job-specific skills—like coding for a developer or design work for a graphic artist.

- **Interview**

Next, shortlisted candidates are invited for an interview. This is where we dive deeper into their work experience, strengths, and behavior. We'll also explore how they approach real-world challenges that they'd face in the role.

- **Reference Check**

Before making a final decision, we check references—typically previous employers or colleagues. This helps us verify their experience and gives us a better understanding of their work ethic, attitude, and performance in past roles.

- **Final Decision & Job Offer**

If everything checks out and we're excited about a candidate, we extend a job offer. We'll discuss the details, and once everything is agreed upon, we move forward with the next steps.

- **Joining & Onboarding**

Once the candidate accepts the offer, they officially join the team! During onboarding, they'll meet their new colleagues, get familiar with the workplace, and start their new role smoothly with the support they need to succeed.

Chapter: Six

Findings

6.1 Findings

- **Limited Use of Advanced AI Technology**

Although the company utilizes an Applicant Tracking System (ATS), it does not currently incorporate advanced AI tools for predictive hiring. AI-driven solutions could help assess cultural fit, forecast long-term employee success, and analyze behavioral patterns—thereby improving the quality of hiring decisions.

- **Unresponsive Top Management**

After the written exam HRD requires approval from top management to schedule interviews. However, due to the busy schedules of senior executives, securing timely confirmation is challenging, sometimes resulting in missed opportunities to hire strong candidates**.**

- **Lack of a Structured Employee Referral Program**

Although employees are encouraged to refer candidates, there's no formal or reward-based system for it. Having a well-structured referral program could help bring in high-quality candidates quickly and at a lower cost by tapping into employees' networks.

- **Underutilization of Social Media Platforms**

The organization has a minimal social media presence when it comes to recruitment marketing. Platforms such as LinkedIn, Facebook, and Instagram offer great potential for attracting talent, enhancing employer branding, and showcasing organizational culture, which are currently underexploited**.**

- **Onboarding and Early Retention Challenge**

Fashion power group onboarding process works but lacks personalization and feedback collection. Some new hires face a gap between job expectations and actual roles, leading to early dissatisfaction and turnover.

Chapter: Seven
Recommendations & Conclusion

7.1 Recommendations

Here are some practical steps to improve Fashion Power Group recruitment process:

- **Use Better Technology:** Add smart tools that help choose the best candidates quickly and accurately.
- **Promote the Company:** Share stories about the company culture and employee success on social media to attract more candidates.
- **Focus on Diversity:** Create plans to hire more women, minorities, and people with disabilities.
- **Give Feedback**: Let candidates know how they did after interviews to leave a good impression.
- **Encourage Referrals:** Reward employees for referring qualified candidates for open positions.
- **Improve Onboarding:** Listen to new hires and make the onboarding process better so they feel welcome and prepared.
- **Be Active on social media:** Use platforms like LinkedIn and Facebook to share job openings and show what it's like to work at the company.
- **Measure Progress:** Keep track of how quickly and successfully the company hires to see what's working and what can improve.
- **To address unresponsive top management:** Assign a senior HR representative for final interview scheduling, implement predefined time slots, and use an automated calendar system to expedite approvals and retain strong candidates.

7.2 Conclusion

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

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