Thesis Report

on

Recruitment and Selection Process in Bangladesh: A Case Study on Tradevision Ltd.

Submitted by:

Ruma Akter
ID -EMBA2401031015
Program: EMBA (HRM)
Major: Human Resource Management
Semester: Spring -2025

Submitted To:

Department of Business Administration
Sonargaon University (SU)
Submitted For the partial Fulfillment of the degree of Executive Master of Business Administration



Sonargaon University (SU)
Dhaka-1215

Date of Submission: April 28, 2025

Thesis Report
on
Recruitment and Selection Process in Bangladesh: A Case Study on Tradevision Ltd.

Submitted by:

Ruma Akter
ID -EMBA2401031015
Program: EMBA (HRM)
Major: Human Resource Management
Semester: Spring -2025

Submitted To:
Sharmila Sikder
Assistant Professor

Department of Business Administration
Sonargaon University (SU)
Submitted For the partial Fulfillment of the degree of Executive Master of Business Administration



Sonargaon University (SU)
Dhaka-1215

Date of Submission: April 28, 2025

Letter of Transmittal

Date: April 28, 2025

Sharmila Sikder
Assistant Professor
Department of Business Administration Sonargaon University (SU).

Subject: Submission of Thesis Paper.

Dear Sir,

I am very pleased to submit you of my thesis on **Recruitment and Selection process in Bangladesh: A Case Study on Tradevision Ltd.** I consider myself very fortunate that I have had the opportunity to prepare the report under your guidance. Here is my overview of **Tradevision Limited w**as assigned and approved by you during.

The thesis paper has been prepared in accordance with the knowledge that I have gathered during my studies for the program. I have tried to make this report with detailed and precise information. I hope that you will find this report's worth of my labor. It will be my pleasure to clarify any matter regarding this report and thank you for allowing me the opportunity to undertake the task and for your cooperation.

Sincerely,

……
Ruma Akter
ID No. EMBA2401031015
Semester: Spring 2025
Program: EMBA (HRM)
Department of Business Administration
Sonargaon University (SU)

Student’s Declaration

I am Ruma Akter, a student of Executive Master of Business Administration, ID No. EMBA2401031015 from Sonargaon University (SU) would like to solemnly declare here this thesis paper on **Recruitment and Selection process in Bangladesh: A Case Study on Tradevision Ltd.** has been authentically prepared by me. While preparing this thesis paper, I didn’t breach any copyright act internationally. I am further declaring that I didn’t submit this thesis paper anywhere for awarding any degree, diploma or certificate.

Sincerely,

……

Ruma Akter
ID No. EMBA2401031015
Semester: Spring 2025 Program: EMBA (HRM)
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

Certified this thesis paper titled **Recruitment and Selection process in Bangladesh: A Case Study on Tradevision Ltd** is the Bona fide work of **Ruma Akter** ID No. EMBA2401031015 who carried out the research under my supervision. Certified further that in the best of my knowledge the work reported herein does not from part of any other thesis paper or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

First, I would like to categorically express my gratitude to the Almighty Allah. This is my pleasure that I could successfully complete my thesis report by the grace of almighty Allah. I want to convey my heartfelt respect and cordial thanks, Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University, for her Encouragement, Guidance, advice and valuable supervision. I am very lucky to have the opportunity to prepare this report under her supervision and guidance. Without her instruction it was impossible for me to complete this report successfully.

Finally, I want to thank Mrs. Nawreen Gause (Asst. Manager) HRM Department of "**Tradevision Limited"** for his regular support, coaching and supervision for getting ready. Along with I receive active co-operation from the DGM, AGM, Manager, Account's controllers, senior officers of "**Tradevision Limited'**. The concern team made the environment congenial and favorable for me to recognize the tasks. Without their help and cooperation, this record would possibly not put together the remaining report. I hope that it will help me in my future expert work. In preparing the report I am grateful to the Liberian of this company who helped me by supplying many kinds of necessary information. This report suffers from many shortcomings although I have exerted my best effort while preparing this report. I seek excuse for the errors that might have occurred despite the best of my efforts.

Moreover, I would like to thank all people who used to be helped me for preparing this report.

Abstract

This thesis explores the recruitment and selection process of Tradevision Ltd., a medical equipment sales and service company based in Bangladesh. The study aims to evaluate how effectively the organization attracts, evaluates, and hires talent to meet its operational and strategic needs. By using a case study approach, the research delves into Tradevision's current human resource practices, focusing on methods used for job advertisement, candidate screening, interviewing, and final selection. The findings highlight the strengths and challenges of Tradevision's recruitment system, including the alignment of hiring practices with organizational goals, efficiency of selection methods, and the overall impact on employee performance and retention. The study concludes with recommendations to enhance the recruitment process and foster a more competitive and capable workforce.

Table of Content

Inner Page……i
Letter of Transmittal……ii
Student's Declaration……iii
Letter of Authorization……iv
Acknowledgement……v
Abstract……vi
Table of Contents……vii

CHAPTER 1

INTRODUCTION

1.1 Background of the Study..... 1
1.2 Rational of the Study..... 1
1.3 Objective of the Study..... 1
1.4 Scope of the Study..... 3
1.5 Methodology……..3
1.6 Limitations of the Study..... 4
1.7 Report Preview 5

CHAPTER 2

LITERATURE REVIEW

2.1 Definition of Recruitment..... 7
2.2 Factors Influencing Recruiting Effort..... 7
2.3 Possible Constraints on Recruiting Process 8
2.4 Recruiting Source 9
2.4.1 Internal Source..... 9
2.4.2 External Source 10
2.5 Selection..... 12
2.6 Testing Guideline..... 12
2.7 Definition of Interview..... 12
2.8 Types of Interview..... 13
2.9 Literature Review..... 13

CHAPTER 3

ORGANIZATIONAL PROFILE

3.1 The Corporate Objectives of Tradevision Limited 18
3.1.1 Top Ten Facts 18
3.1.2 Code of Business Principles Standard of Conduct 18
3.2 The Corporate Objectives of Tradevision Limited 21
3.3 Beliefs and Values of Tradevision Limited 22
3.3.1 Tradevision Beliefs 22
3.3.2 Tradevision Values 23
3.4 Major Operational Department of Tradevision Limited 23
3.4.1 Career in Brands & Development 23
3.4.2 Careers in Supply Chain management 25
3.4.3 Career in Human Rescues 27
3.4.4 Career in Finance 27
3.4.5 Career in Information Technology 28
3.4.6 Career in Customer Management 29
3.5 Tradevision Limited at a Glance 30
3.5.1 Type of Business 30
3.5.2 Operations 30
3.5.3 Constitution 30
3.5.4 Product Categories 30
3.5.5 Medical Equipment's Brandes 31
3.5.6 Employees 31

CHAPTER 4

RECRUITMENT IN TRADEVISION LIMITED

4.1 Recruiters Qualification 33
4.1.1 Personnel Planning and Vacancy Announcement 34
4.1.2 Recruiters Qualification 34
4.2 Methods of Recruitment 34
4.2.1 Recruitment Channel 34
4.2.2 Internal Recruitment Channel 37
4.3 Nature of Application form 37
4.4 Recruitment: Constraints and Challenges 38

CHAPTER 5

SELECTION PROCESS IN TRADEVISION LIMITED

5.1 Reception of Application 40
5.2 Evaluating Reference and Biographical Data 40
5.3 Employment Test 40
5.4 Assessing Candidate through Interview 40
5.5 Cognitive Ability Test 41
5.6 Physical Ability Test 41
5.7 Work Samples 41
5.8 Hiring Decision 41

CHAPTER 6

FINDINGS AND ANALYSIS

6.1 Finding 43
6.1.1 The Types of Recruitment in Tradevision Limited 43
6.1.2 The Types of Selection in Tradevision Limited 43
6.1.3 The Frequency of Recruitment by Tradevision Limited 43
6.1.4 Responses from the Students (Institution) Regarding MNC 43

CHAPTER 7

RECOMMENDATIONS AND CONCLUSION

7.1 Recommendations 45
Conclusion 46
BIBLIOGRAPHY 47
Reference 48
Appendix 48
Appendix-A: Tables
Appendix-B: Application Form

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Successful human resource department makes it possible for the organization to acquire the number and types of people necessary to ensure the continued operation of the organization by the recruitment and selection process. So, it acts an important role in the HR department. As a part of MBA program, my course teacher **Sharmila Sikder** assigned us to prepare a report on recruitment and selection process in a multinational organization as related topic on Human resource Management course. I have selected my report topic as **"Recruitment and Selection process in Tradevision Ltd.".** I have conducted a survey for the required information in Tradevision Ltd.

1.2 Rational of the Study

Going to prepare recruitment and selection process in Tradevision Ltd. as a Human Resource Management cymose, I acquire required knowledge about Tradevision Ltd. recruiting and selection process that help us to perceive a common picture about recruiting and selection process in all company in Bangladesh.

1.3 Objective of the Study

I have prepared this report based on two purposes. Those are-

1.3.1 Broad Objective

The report aims to fulfil the partial requirement of the degree of Executive Master of business

1.3.2 Specific Objectives

a) Tradevision supplies advanced medical machinery to both government and private healthcare institutions, playing a crucial role in the development of the country's healthcare sector. This research aims to evaluate the company's role in enhancing healthcare services, its operational efficiency, and its impact on the overall well-being of the population. Furthermore, the study seeks to identify the future potential and sustainability of such service-oriented businesses in the context of the healthcare industry in Bangladesh.

b) Tradevision always try to add variety in life. At Tradevision they have created an environment where people with energy, creativity and commitment work together to fulfill ambitious goals. This report helps us to know how the selection process of a candidate leads him to become leader.

c) Selection is the last step for hiring a right employee. In Tradevision Limited, the selection board lasts for an entire day and covers a wide range of activities for fulfilling this post. By studying the report, I will know what type of activities they arrange for the entire day to get the final candidate.

d) Tradevision wants to attract the best graduates to join in their leadership actions. This report enlightens what type of recruitment opportunities offered by Tradevision Limited for university students and how the students can access that opportunity.

1.4 Scope of the Study

There is a certain boundary to cover this report. My report only covers the recruitment and selection process in Tradevision Ltd. I mainly focus on entry-level recruitment and selection process in Tradevision. And I also cover executive and higher-level employs" recruitment and selection process. I discuss their hiring process with the HR department in TVL. Here I talked with some of expert and experienced officials and collected information about recruitment and selection process in Tradavision through sharing their experience I also talked with some newly joined employee. Moreover, I got some confidential information which is not possible to disclose Tradevision, so those data and information had to be ignored for this report.

1.5 Methodology

For making any report most of the data should be taken that reflect actual situation. For this report, I have collected various types of primary and secondary data.

i. Tradevision Ltd. official website
ii. Annual Reports
iii. Prospectus
iv. Brochures

1.5.1 Primary Sources

Informal face to face conversation with the employees in Dhaka Head office and share their own experience in getting job.

1.5.2 Secondary Source:

Secondary data were collected from various published and internal sources to support the analysis of the recruitment and selection process at Tradevision Ltd. These sources provided theoretical foundations, industry comparisons, and documentation of existing HR practices. The main secondary sources used in this study include:

- Internal documents from Tradevision Ltd., such as:
  - Job descriptions
  - Organizational charts
  - Recruitment and selection policy manuals
  - Interview evaluation forms
- Academic textbooks and scholarly journals related to Human Resource Management (HRM), focusing on recruitment and selection theories, best practices, and case studies.
- Online HR publications and reputable business websites to gain insights into current recruitment trends and tools.

These secondary sources played a critical role in building a theoretical background and comparing Tradevision's practices with standard HRM models and industry norms.

1.6 Limitations of the Study

I lucky enough to get a chance to prepare a report on "Recruitment and Selection process in Tradevision Ltd." I tried heart & soul to prepare a credible report. But unfortunately, I faced some difficulties when preparing this report. I tried to overcome the difficulties. In spite of trying my level best, some difficulties that hamper my schedule report work:

1.6.1 Shortage of Time

Within a short time, I need to prepare some other source reports for this session. For this reason, I could not get a fluent time schedule for the report.

1.6.2 Limitation Related with the Organization

The employees of Tradevision Limited Ire too busy of their work. For this, they did not sufficient time to fulfill my queries and some of them neglected us to support.

1.6.3 Difficulty in Collecting Data

Many employees of the organization are not well known about all information that I asked them. Many of them also hesitated to answer the questions. These things hampered the information collection.

1.6.4 Confidential Data

I got some confidential data which is not possible to disclose TVL, so those data and information had to be ignored for this report.

1.7 Report Preview

In the following pages, the report is prepared for the practical knowledge about recruitment and selection process. First, I draw an overall picture of Tradevision Limited. Then, I try to point out recruiters‟ qualification, recruitment method and recruitment constrains and challenges of Tradevision Ltd. After that I describe selection process in Tradevision Ltd. Finally, I accumulate the findings, analysis them and draw a conclusion and give some recommendations for future steps.

CHAPTER 2

LITERATURE REVIEW

2.1 Definition of Recruitment

Recruiting is the process of finding & attracting capable applicants for employment. The process begins when new recruits are sought & ends when their applications are submitted. The result is a pool of applicants from which new employees are selected.

According to Robins, “The ideal recruitment effort will attract a large no of qualified applicants who will take the job if it is offered. A good recruiting program should attract the qualified & not attract the unqualified. This dual objective will minimize the cost of processing unqualified candidates”.

So recruiting is a process of discovering potential candidates for the actual or anticipated organizational vacancies. Or from another perspective, it is a linking activity-bringing together those with jobs to fill and those seeking jobs.

2.2 Factors Influencing Recruiting Effort

Although every organization engages in recruiting activity some do so to a much larger extent than others.

a. Size:

Large organization with huge manpower will recruit much more than smaller organization.

b. Employment Condition:

In the community where the organization is located will influence how much recruiting takes place.

c. The Effectiveness of Past Recruiting Effort:

It shows itself in the organization’s historical ability to locate and keep people who perform Ill. If it is effective number of recruitment process will be few.

d. Working Condition, Salary & Benefit Package:

These influence need for turnover, therefore the future recruiting of the organizations.

e. Growth of the Organization:

Organizations that are not growing, or those that are actually decline, may find little need to recruit. On the other hand, organizations that are growing rapidly will have more need of recruiting.

2.3 Possible Constraints on Recruiting Process

The pool of qualified applicants may not have included the best candidate or the best candidate may not want to be employed by the organization. There are five possible constraints which limit the manager's freedom to recruit.

a. The Image of the Organization:

If the image perceived to be low, then the likelihood of attracting a large number of applicants is reduced. Then the image of the organization, there for, should be considered a potential constraint.

b. Attractiveness of Job:

If the job is unattractive, recruiting a large & qualified pool of applicants will be difficult for e.g. position for p.s. since these jobs traditionally appealed to females & woman have a wider selection of job opportunities. It has resulted in a severe shortage of secretarial jobs.

c. Internal Organizational Policies:

Internal organizational policies, such as "Promote from within wherever possible" will give priority to individuals inside the organization. Such a policy will ensure that all positions except entry level positions will be filled from within the ranks. Although this is promising once one is hired, it may reduce the number of applicants.

d. Union Requirements:

Union requirements also restrict recruiting source. Union determines who can apply & who has the priority in selection. It restricts management's freedom to select the best employees.

e. Government's Influence:

The Governments influence in the recruiting process should not be overlooked. An employer can no longer seek out preferred individuals based on non-job-related factors such as physical appearance, sex or religion background. Government may impose restrictions on these matters. Since TVL work very sophisticated machines, there is no chance of getting hired here without quality specific qualification.

f. Recruiting Cost:

Recruiting by an organization is expensive sometimes containing a search for long period of time is not possible because of budget restrictions. So, recruiting cost can be one of the important constrain of recruiting efforts.

2.4 Recruiting Sources

Recruiting is more likely to achieve its objectives if recruiting source reflect the type of the position to be filled. Certain recruiting source are more effective than others for filling certain types of jobs. Mainly the source can be divided into two ways. They are discussed below:

2.4.1 Internal Sources

Many large organizations will attempt to develop their own employees for positions beyond the lost level. Now some internal sources are discussed below:

a. Job Posting:

Posting notice of job openings on company bulletins boards is an effective internal recruiting method. It informs employees about openings & required qualifications & invites qualified employees to apply. The notices usually posted on company bulletin boards or electronic bulletin boards or are placed in the company newspaper. Qualifications & other facts are drawn from the job analysis information. The types of candidates may apply here in either of two ways-through (I) Self nomination and (II) Recommendation of a supervisor, employees who are interested in the posted opening report to the HR Department & apply.

b. Departing Employees:

Departing employees are those who leave the organization because they can no longer work the traditional forty-my worked, child care needs, education or others

are the common reasons. If this situation is occurring, then the employer use Buyback. Buyback means when an employee resigns to take another job & the original employer outbids the new job offer.

2.4.2 External Source

In addition to looking internally for candidates, it is customary for organizations to open up recruiting efforts to the external community. These efforts are discussed below:

a. **Advertisement:**

When an organization wishes to communicate to the Matador that it has a vacancy advertisement in one of the popular methods used. Want ad describes the job, the benefits and tells those who are interested how to apply. It is the most popular method. It can be placed in the factory gate or widely dispersed. Normally blue color jobs are ad. Outside the plant gate. The higher the position, the more specified the skills, or the shorter supply of rescues in the labor force, the more widely dispersed the advertisement is likely to be. The job analysis information is a major issue of information to place in the advertisement.

b. **Employee Referrals/Recommendations:**

Recommendation from a current employee. An employee will have recommended if he believes the individual can perform adequately. Employee referrals also may have acquired more accurate information about their potential jobs. The recommender often gives the applicant more realistic information about the job than could be conveyed through employment agencies or newspaper advertisement.

c. **Employment Agencies:**

I will describe three forms of employment agencies: The major difference between this source is the type of clientele served.

(i) BD-Jobs:

It is designed both to help job seekers to find suitable employment and to help employers to find suitable worker with some of fee. The individuals who are apply with Bd-Jobs will get the unemployment benefits. So, it tends to attract & list individuals who are unskilled or have had minimum training.

(ii) Private Agencies:

Private agencies are believed to offer position & applications of a higher caliber. The major difference between these two is their image**.** Private agencies may also provide a more complete line of services. They may advertise the position, initial screening, provide a guarantee. The private employment agency's fee can be totally absorbed by either the employer or the employee, or it can be split. It depends on the demand-supply situation in the community involved.

(iii) Head hunter's/ Management Consultant:

It is special types of private employment agencies. They specialize in mid-level, rare & important top level executive placement of the reputed organizations. Fees are paid by the employer. It is considered as unethical because they engage „stealing". So, it is called head hunters.

d. **Temporary Helps Service:**

These types of different organization can be an issue of employees when individuals are needed on a temporary basis. Temporary employees are particularly valuable in meeting short-term fluctuations in HRM needs. It does not provide recruits. They are an issue of supplemental workers. The temporary workers actually work for the agency. During vacation and peak season-these agencies can be a better alternative.

e. **School's Colleges & Universities:**

Whatever the educational level required for the job involves a high-school diploma, specific vocational training, or a collage background with a bachelor's, master's, or doctoral degree, educational institutions are an excellent of potential employees**.**

f. **Professional Organizations:**

It includes labor unions; operate placement services for the benefit of their members. The Professional organizations include such varied occupations as industrial engineering, psychology, accounting, legal, & academics. These organizations Matador rosters of job vacancies & distribute these lists to members.

g. **Employee Leasing:**

Whereas temporary come into an organization for a short-term project, leased employees typically remain with an organization for long periods of time. Under a leasing agreement, individuals work for the leasing firm. When an organization has a need for specific employee skills, it contracts with the leasing firm to provide a certain number of trained employees.

2.5 Selection

Selection is the process of select the best candidates for the job by using various tools and techniques. According to R.M. Hodgetts, “Selection is the process in which an enterprise chooses the applicants who best meet the criteria for the available position.” So, I can conclude that, it is the process in which candidates for employment are divided into two classes; those who are to be offered employment and those who are not.

2.6 Testing Guideline

Some basic testing guidelines are followed in selection process which are:

a) Use tests as supplements
b) Validate the tests for appropriate jobs
c) Analyze all current hiring and promotion standards
d) Beware of certain tests
e) Use a certified psychologist
f) Maintain good test conditions

2.7 Definition of Interview

Interviewing candidate is a potential screening tool that gives an opportunity to make judgment on the candidates‟ enthusiasm & intelligence & to access

subjective aspects of the candidates‟ facial expression, appearance, nervousness & so forth & to predict future job performance on the basis of the obtained information. Interview gives you a chance to size up the candidate personally and to pursue questioning in a way that test cannot.

2.8 Types of Interviews

Interviews can be classified according to structured interview and unstructured interview.

a) Structured Interview:

It is known as directive interview. It is an interview following a set of question & response are specified in advance.

b) Unstructured Interview:

It is known as non-directive interview. It is an unstructured conversational- style interview. Question is asked as they come to mind. It allows the interview to ask follow- up questions, based on the candidate's last statement.

2.9 Literature Review

According to Korsten (2003) and Jones et al. (2006), Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies, job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

Jones et al. (2006) suggested that examples of recruitment policies in the healthcare, business or industrial sector may offer insights into the processes involved in establishing recruitment policies and defining managerial objectives.

Successful recruitment techniques involve an incisive analysis of the job, the labor market scenario/ conditions and interviews, and psychometric tests in order to find out the potentialities of job seekers. Furthermore, small and medium sized enterprises lay their hands on interviews and assessment with main concern

related to job analysis, emotional intelligence in inexperienced job seekers, and corporate social responsibility. Other approaches to selection outlined by Jones et al. (2006) include several types of interviews, role play, group discussions and group tasks, and so on.

Any management process revolves around recruitment and failure in recruitment may lead to difficulties and unwanted barriers for any company, including untoward effects on its profitability and inappropriate degrees of staffing or employee skills (Jones et al. 2006). In additional, insufficient recruitment may result into lack of labor or hindrances in management decision making, and the overall recruitment process can itself be advanced and amended by complying with management theories. According to these theories, the recruitment process can be largely enhanced by means of Rodgers seven-point plan, Munro-Frasers five-fold grading system, personal interviews, as well as psychological tests (Jones et al. 2006).

Price (2007), in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment. He states that the process of recruitment is not a simple selection process, while it needs management decision making and broad planning in order to appoint the most appropriate manpower. There existing competition among business enterprises for recruiting the most potential workers in on the pathway towards creating innovations, with management decision making and employers attempting to hire only the best applicants who would be the best fit for the corporate culture and ethics specific to the company (Price 2007). This would reflect the fact that the management would particularly shortlist able candidates who are well equipped with the requirements of the position they are applying for, including team work. Since possessing qualities of being a team player would be essential in any management position (Price 2007).

Hiltrop (1996) was successful in demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance. He conducted his research on HR manager and company officials of 319 companies in Europe regarding HR practices and policies of their respective companies and discovered that employment security, training and development

programs, recruitment and selection, teamwork, employee participation, and lastly, personnel planning are the most essential practices (Hiltrop 1999). As a matter of fact, the primary role of HR is to develop, control, manage, incite, and achieve the commitment of the employees. The findings of Hiltrop's (1996) work also showed that selectively hiring has a positive impact on organizational performance, and in turn provides a substantial practical insight for executives and officials involved. Furthermore, staffing and selection remains to be an area of substantial interest. With recruitment and selection techniques for efficient hiring decisions, high performing companies are most likely to spend more time in giving training particularly on communication and team-work skills (Hiltrop 1999). Moreover, the finding that there is a positive connection existing between firm performances and training is coherent with the human capital standpoint. Hence, Hiltrop (1996) suggests the managers need to develop HR practices that are more focused on training in order to achieve competitive benefits

As discussed by Jackson et al. (2009), Human resource management approaches in any business organization are developed to meet corporate objectives and materialization of strategic plans via training and development of personnel to attain the ultimate goal of improving organizational performance as well as profits. The nature of recruitment and selection for a company that is pursuing HRM approach is influenced by the state of the labor market and their strength within it. Furthermore, it is necessary for such companies to monitor how the state of labor market connects with potential recruits via the projection of an image which will have an effect on and reinforce applicant expectations.

Work of Bratton & Gold (1999) suggest that organizations are now developing models of the kind of employees they desire to recruit, and to recognize how far applicants correspond to their models by means of reliable and valid techniques of selection. Nonetheless, the researchers have also seen that such models, largely derived from competency frameworks, foster strength in companies by generating the appropriate knowledge against which the job seekers can be assessed. However, recruitment and selection are also the initial stages of a dialogue among applications and the company that shapes the employment relationship (Bratton & Gold 1999). This relationship being the essence of a company's manpower

development, failure to acknowledge the importance of determining expectation during recruitment and selection can lead to the loss of high-quality job seekers and take the initial stage of the employment relationship so down as to make the accomplishment of desirable HRM outcomes extremely difficult. In the opinion of Bratton and Gold (1999), recruitment and selection practices are essential characteristics of a dialogue driven by the idea of “front-end” loading processes to develop the social relationship among applicants and an organization. In this relationship, both parties make decisions throughout the recruitment and selection and it would be crucial for a company to realize that high-quality job seekers, pulled by their view of the organization, might be lost at any level unless applications are provided for realistic organization as well as work description.

In view of Jackson et al. (2009) and Bratton & Gold (1999) applicants have a specific view of expectations about how the company is going to treat them; recruitment and selection acts as an opportunity to clarify this view. Furthermore, one technique of developing the view, suggested by Bratton and Gold (1999), are realistic job previews or RJPs that may take the form of case studies of employees and their overall work and experiences, the opportunity to “cover” someone at work, job samples and videos. The main objective of RJPs is to allow for the expectations of job seekers to become more realistic and practical. RJPs tend to lower initial expectations regarding work and a company, thereby causing some applications to select themselves; however, RJPs also increase the degree of organization commitment, job satisfaction, employee performance, appraisal and job survival among job seekers who can continue into employment (Bratton & Gold 1999) Jackson et al. (2009).

CHAPTER 3

ORGANIZATIONAL PART

3.1 The Corporate Objectives of Tradevision Limited

Tradevision Limited is dedicated to ensuring that all supplied medical machines remain operational and efficient. These machines serve as essential health assets, supporting vitality and improving quality of life. The company also provides products that fulfill everyday needs in nutrition, hygiene, and personal care—helping people feel good, look good, and live life to the fullest.

3.1.1 Top ten Facts

- **Core Focus** – Specializes in supplying and maintaining advanced medical machines.
- **Health Impact** – Considers its machines as "health power" that adds vitality to life.
- **Mission Driven** – Guided by a clear mission to keep critical medical equipment running smoothly.
- **Diverse Product Range** – Offers products in personal care, hygiene, and nutrition.
- **Customer-Centric** – Focused on improving people's lives and experiences.
- **Innovation-Oriented** – Invests in technological advancements to stay ahead in the healthcare industry.
- **Reliable Partner** – Trusted by hospitals, clinics, and healthcare facilities.
- **Sustainability Focus** – Works towards eco-friendly practices in its operations.
- **Global Outlook** – Aims to expand its footprint beyond local markets.
- **Quality Assurance** – Committed to maintaining high standards in all products and services

3.1.2 Code of Business Principles Standard of Conduct

Tradevision conduct its operations with honesty, integrity and openness, and with respect for the human rights and interests of their employees. They shall similarly respect the legitimate interests of those with whom they have relationships.

Obeying the Law

Tradevision companies and their employees are required to comply with the laws and regulations of the countries in which they operate.

Employees

Tradevision is committed to diversity in a working environment where there is mutual trust and respect and where everyone feels responsible for the performance and reputation of their company. Tradevision will recruit, employ and promote employees on the sole basis of the qualifications and abilities needed for the work to be performed. They are committed to working with employees to develop and enhance each individual's skills and capabilities. They respect the dignity of the individual and the right of employees to freedom of association. They will maintain good communications with employees through company-based information and consultation procedures.

Consumers

Tradevision is committed to providing branded products and services which consistently offer value in terms of price and quality, and which are safe for their intended use. Products and services will be accurately and properly labeled, advertised and communicated.

Shareholders

Tradevision will conduct its operations in accordance with internationally accepted principles of good corporate governance. They will provide timely, regular and reliable information on their activities, structure, financial situation and performance to all shareholders.

Business Partners

Tradevision is committed to establishing mutually beneficial relations with their suppliers, customers and business partners. In their business dealings They expect their partners to adhere to business principles consistent with their own.

Community Involvement

Tradevision strives to be a trusted corporate citizen as an integral part of society, to fulfill their responsibilities to the societies and communities in which they operate.

Tradevision Activities

Tradevision companies are encaged to promote and defend their legitimate business interests. Tradevision will co-operate with governments and other organizations, both directly and through bodies such as trade associations, in the development of proposed legislation and other regulations which may affect legitimate business interests. Tradevision neither supports political parties nor contributes to the funds of groups whose activities are calculated to promote party interests.

The Environment

Tradevision is committed to making continuous improvements in the management of their environmental impact and to the longer-term goal of developing a sustainable business. Tradevision will work in partnership with others to promote environmental care, increase understanding of environmental issues and disseminate good practice.

Innovation

In its scientific innovation to meet consumer needs they will respect the concerns of their consumers and of society. They will work on the basis of sound science, applying rigorous standards of product safety.

Competition

Tradevision believes in vigorous yet fair competition and supports the development of appropriate competition laws. Tradevision companies and employees will conduct their operations in accordance with the principles of fair competition and all applicable regulations.

Business Integrity

Tradevision does not give or receive, whether directly or indirectly, bribes or other improper advantages for business or financial gain. No employee may offer, give or receive any gift or payment which is, or may be construed as being, a bribe. Any demand for, or offer of, a bribe must be rejected immediately and reported to management. Tradevision accounting records and supporting documents must accurately describe and reflect the nature of the underlying transactions. No

undisclosed or unrecorded account, fund or asset will be established or maintained.

Conflicts of Interests

All Tradevision employees are expected to avoid personal activities and financial interests which could conflict with their responsibilities to the company. Tradevision employees must not seek gain for themselves or others through misuse of their positions.

Compliance - Monitoring - Reporting

Compliance with these principles is an essential element in their business success. The Tradevision Board is responsible for ensuring these principles are communicated to, and understood and observed by, all employees. Day-to-day responsibility is delegated to all senior management of the categories, regions, functions and operating companies. They are responsible for implementing these principles, if necessary, through more detailed guidance tailored to local needs. Assurance of compliance is given and monitored each year. Compliance with the Code is subject to review by the Board supported by the Audit Committee of the Board and the Tradevision Executive Committee.

3.2 The Corporate Objectives of Tradevision Limited

At the heart of the corporate purpose, which guides Tradevision in its approach to doing business, is the drive to serve consumers in a unique and effective way. This purpose has been communicated to all employees worldwide.

Tradevision deep roots in local cultures and markets around the world give them its strong relationship with consumers and are the foundation for their future growth. It will bring its laith of knowledge and international expertise to the service of local consumers.

Tradevision long-term success requires a total commitment to exceptional standards of performance and productivity, to working together effectively, and to a willingness to embrace new ideas and learn continuously.

To succeed also requires, they believe, the highest standards of corporate behavior towards everyone they work with, the communities they touch, and the environment on which they have an impact.

This is their road to sustainable, profitable growth, creating long-term value for their shareholders, their people, and their business partners.

3.3 Beliefs and Values of Tradevision Limited

3.3.1 Tradevision Beliefs

Tradevision believe "Dirt is Good." Not surprisingly they are looking for people who aren't afraid to get their hands dirty. All their brands at Tradevision have a certain connection with the consumers. Among others, Close-up inspires confidence, Lux believes in star poor and Surf Excel encages all to learn through new discovery and exploration. They believe in all these insights as Ill. They believe the people who work with us are confident of their capabilities, believe in nothing less than star performances and of cymose are not afraid to work hard at achieving goals.

3.3.2 Tradevision Values

Their diversity as a business helps them understand their richly diverse consumers. But as a team, they have common values and a shared set of management capabilities. Here’s what they are:

Passion to Win

Because you have the energy and drive to improve business results, you overcome obstacles and are prepared to take risks. You look for new opportunities and are never satisfied with the status quo.

Business Focus

You never lose sight of the needs of consumers and customers. You understand how they are affected by trends and use this knowledge to create value.

Intellectual Skills

You see the 'big picture' and can make an objective analysis of what needs to be done before taking action to get there. You're creative; you explore new approaches and are alert to new trends and patterns.

People Skills

My leadership style inspires others to raise their standards and achieve ambitious goals. You're adept at influencing and gaining support from colleagues. You're

keen to understand others and are an effective team player, with a commitment to team objectives rather than my own interests.

Integrity

You have integrity. You're prepared to stand up for my own convictions and values, and take difficult decisions that challenge the norm. You're able to learn from my mistakes and successes.

Working with Tradevision

At Tradevision people with energy, creativity and commitment work together to fulfill ambitious goals. The passion of their people is their greatest strength. At Matador Tooth Brush, they work together to the highest standards of professional excellence and integrity to make a difference to people's everyday lives.

People First

As a business, they consistently rank among the world's most admired employers and have a reputation for putting people first. That's because they provide opportunities for all their people to pursue their careers goals, develop professionally and maintain a healthy balance between their professional and personal lives. They're committed to their people because they recognize that their strength comes from their energy and passion. And they believe that diversity makes us stronger, through individuals working together to deliver outstanding results.

3.4 Major Operational Department of Tradevision Limited

There are many operational departments where many people can make their careers within and in this section, you can find out more about them.

1. Career in Brands & Development
2. Careers in Supply Chain management
3. Career in Human Rescues
4. Career in Finance

5. Career in Information Technology
6. Careers in Customer Management

3.4.1 Career in Brands & Development

Create, develop and present the brand so memorably that it stands out against fierce competition in the marketplace.

Career in Brands

Brand Building careers are for marketing professionals who would like to take innovative leads and gain their share of the consumers‟ wallet in the local marketplace.

Building the Brand

Brand Management is an exciting profession where one is responsible for the growth and profitability of the brand. The job lies in building and presenting a brand so memorably that it stands out against fierce competition in the marketplace. Gathering deep consumer insight, Brand Managers identify and define brand personality. On the one hand they look after the brands on a daily basis: planning and organizing activities that boost their image and increase their exposure. The job becomes all the more challenging in maintaining leadership positions in a competitive market, as at Tradevision most of their brands are market leaders.

Understand Consumer Trends

Tradevision identifies consumer trends regionally and Brand Managers have to work with those insights and build the brand for the local markets.

An Exciting Interaction with Consumers

Presenting the exciting Tradevision Brands to the local market, the Brand managers work with regional development teams to bring more exciting brands to the market, covering a range of innovation activities across the entire portfolio.

Tradevision Development team explores new ideas by gaining consumer insight, leading research and idea generation and working on product design (processing and packaging). They are responsible for developing cost effective formulations and packaging for the products and developing and improving the processes involved in them manufacture. Brand Managers through activation, communication

and promotional activities help to fulfill consumer needs through the brands.

For Brands and Development functions, one needs to have:

- A real interest in consumers as Ill as intuitive understanding of them behave, and what works (and doesn't!) in specific markets.
- Very strong interpersonal skills and the ability to lead cross functional team.
- Strong analytical ability.
- For those interested in Development, technical skills in areas of work (packaging development and process development).
- Creativity inspired by a passion for growth.

3.4.2 Careers in Supply Chain Management

As one of the world's largest consumer goods companies, their supply chain management is one of the most advanced, efficient and challenging systems; from finding the raw materials to delivering their end product.

The Key Strategic Driver

Supply chain is a key strategic driver in a company like theirs which produces over one hundred Stock Keeping Units (SKUs) to meet the everyday needs of people everywhere. Proper planning, improvising Procurement Processes, First Time Right Manufacturing and timely Distribution are crucial strategies that significantly affect the profitability of the company Supply Chain is responsible for all the stages from our raw materials to delivering the end product to the end consumer - a process often referred to as Planning, Procurement, Manufacturing and Distribution.

Efficiency and Outstanding Service

In supply chain, using advanced technology and systems, you'll be responsible for ensuring that factories run efficiently and customers receive outstanding service. In other words, you would contribute significantly in optimizing the supply chain, expediting innovation and meeting efficiently customer needs. You will be at the heart of the process of bringing new products to the market, dealing with buying, manufacturing, development and marketing/customer management organizations.

New technologies

The raw materials, packaging and non-production items greatly reduces their business costs. In this vital and challenging role, you will be responsible for every interface between suppliers and the business. With my colleagues in supply chain and development, you will play a major role in the innovation of new technologies, often in partnership with a supplier. You will also need to focus energy to develop intimate knowledge of supply markets on a global scale and drive through new ways of working between suppliers and the business.

Cost Effective Quality Products

Their factory is considered to be the best in the country, earning us the recognition of producing international quality brands at affordable prices. My challenge is twofold; making quality products from raw materials and packaging materials efficiently and cost- effectively, and helping in increasing the factory's flexibility so that they become more responsive to the ever-changing market scenario. On a day-to-day level you will be responsible for teams of people running production lines, and for quality, output and costs. In engineering functions, you will be responsible for maintaining their production facilities in the best possible condition.

Constantly Challenging & Exciting

Distribution plays an essential role in delivering sales and promotions activities planned for their customers. In an effort to outpace the competitors at the market place, evolving relationships with retailers make Distribution constantly challenging and exciting.

For Supply Chain you need the following skills:

- A high level of numeric proficiency and strong analytical ability
- Strong Negotiation skills
- Relationship and alliance management skills
- An entrepreneurial approach to the innovation and cost saving opportunities in supply markets
- The ability to work with other business cultures, and to organize effective links between them and their business

3.4.3 Career in Human Rescues

Tradevision"s people are their most important asset. In Human Rescues (HR), you'll support and develop those people, enabling them to deliver outstanding business performance.

Strategic Business Partners

People involved in human rescues are strategic business partners to all functions facilitating, guiding, and helping in implementing the people's process for growth. They play both a tactical and a strategic role within every aspect of business partners, talent management, recruiting, management development, training, remuneration, communications, employee relations. They also act as architects, of the organizations and facilitate and expedite the development of individual potential.

Fostering Leadership & Growth

In Human Rescues, one is the anchor for building organizational capability, values and beliefs. You will be responsible for fostering leadership and growth in the organization.

To do this you need:

- A real interest in how people drive the business.
- Strong interpersonal and leadership skills.
- The strength and integrity to take tough decisions when necessary
- Strong understanding of the overall business.
- An interest in coaching and developing people.

3.4.4 Career in Finance

Finance in Tradevision Ltd. is about being "Partners in Value Creation": it's about seizing opportunities to create value and working with their business teams to set and deliver aggressive targets.

Improving Overall Company Performance

Over time you will acquire tremendous breadth and depth in finance skills and business experience. You'll gain a thorough grounding in their company, becoming familiar with its processes, operations and risks and helping improve overall

performance. From there the opportunities are diverse, ranging from positions in Controlling and Internal Audit to Treasury and Management or Financial Accounting.

Overview of Business Processes

A finance manager in Tradevision is uniquely positioned to take a broad overview of business processes, knitting together activities across brands and professions. With a deep understanding of all the strategic drivers of growth and profitability, you'll work on how they can change and develop their business to become world class in all that they do.

For Financial management you need:

- Sound business awareness; the drive to ensure they get value for money, hit their financial targets and increase their profitability; a talent for seeing both detail and the bigger picture.
- A pro-active approach to improving the business and the communication skills to win support for my ideas.
- The personal commitment to obtain a professional accounting qualification, if required, alongside my initial development program.

3.4.5 Career in Information Technology

A career in IT gives at TRADEVISION you the opportunity to improve the way they do business.

Innovative Technology

As Ill as looking at innovative ways of using and managing information, you'll explore new ways of taking us to market, improve business processes and use technology to find new ways of working.

If you're interested in working on a huge range of projects, a career in IT at TRADEVISION could be for you. You could be part of a team developing new ways for us to work with other organizations, exploring new marketplaces, enhancing their connectivity with their distributors across the country and creating electronic exchanges. You could be on a project team in partnership with a major retailer, developing a Ib-enabled tool for promotions planning. You could even be part of the teams managing their own technology infrastructure.

Whatever my role is, they will ask more from you than just technical know-how. You'll need the communication skills to help my colleagues make the most of my team's innovations. And, of source, they'll continue to train and develop my technical and business, and competency skill sets.

For Information Technology you Need

- The tenacity to use technology to create business change.
- Excellent communication, interpersonal and influencing skills.
- A highly logical approach to problem solving.
- The ability to understand technology and discuss IT with non-technical colleagues.

3.4.6 Career in Customer Management

The Customer Management team is responsible for the overall sales and distribution of their brands across the country. They are the bridge between the Brand Management team and the Consumers.

Brands that Meet People's Needs

The Customer Management team makes sure that they, as a company, meet the everyday needs of people everywhere through ensuring that their brands are always within the reach of their customers and consumers. To do so, pioneering new channels of distribution, ensuring visibility of their brands through attractive merchandising, and developing their distributors to enhance their penetration and coverage are crucial responsibilities entrusted upon their Customer Management team.

Relationship Marketing

Increasing competition and the advent of modern trade has compelled customer management to shift from "Traditional Sales" to "Trade Marketing". With more trade sophistication, the role of Customer Management is evolving into Relationship Marketing where Channel Development, Merchandising, and Distributor Development play a crucial part in keeping the company ahead of competition and in outpacing market change.

For customer management one needs:

- Great passion to achieve targets.

- Very strong people management skills, good analytical ability.
- Strong customer orientation and the ability to develop action plans that can meet both the needs of their customers and the business.
- Real enthusiasm and the pace for competitiveness at retail.
- Practical creativity that focuses on results.
- Real drive to lead a team.
- Willingness to work anywhere in Bangladesh.

3.5 Tradevision Limited at a Glance

Over the last my decades, Tradevision has been constantly bringing new and world-class products for the Bangladeshi people to remove the daily drudgery of life. Over 90% of the country's households use one or more of my products.

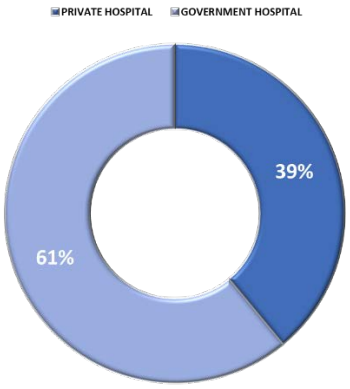
3.5.1 Type of Business

Fast Moving Consumer Goods Company with local manufacturing facilities, reporting to regional business groups for innovation and business results.

3.5.2 Operations

Medical Equipment's Sales and service

3.5.3 Constitution



3.5.4 Product Categories

Burn units in tertiary medical centers like DMCH. Turnkey solution of CCU/ICU/NICU/PICU/HDU. Surgical, orthopedics and neuro-navigation. Complete OT set up and post-operative solution. Medical gas pipeline system. Hospital management software including PACS and RIS. Medical waste management.

3.5.5 Medical Equipment's Brands

- Fresenius Medical Care Bangladesh Ltd.
- keeler ophthalmoscope
- DORC Dutch Ophthalmic
- Haag streit slit lamp
- Bertin (West Management Medical system)

Hospital Product Items

- OT Equipment
- Imaging
- Medical West management system
- Ophthalmic Items
- Dialysis
- Radiology
- Medical Gas Pipe Line system

3.5.6 Employees

Tradevision,a leading medical equipment sales and service organization in Bangladesh, employs over **10,000 people** both directly and through its trusted network of suppliers, distributors, and service providers. **99.5% of its Workforce Consists of local Bangladeshi Nationals**, reflecting Tradevision's strong commitment to local talent development. Additionally, a comparable number of Bangladeshi professionals are employed as expatriates in Tradevision's affiliated companies abroad, contributing to its international operations.

To maintain its leadership in the healthcare technology sector, **Tradevision Bangladesh Limited** is focused on attracting top graduates for its leadership and technical development programs. This report highlights the recruitment opportunities available for university students and provides insights on how they can begin a meaningful career in the growing field of medical technology with Tradevision.

CHAPTER 4

RECRUITMENT IN TRADEVISION LIMITED

4.1 Recruiters' Qualification

Recruitment is the process of identifying and attracting capable candidates for employment. This process begins when a vacancy is identified and continues until suitable applications are received, resulting in a pool of potential employees from which selections can be made.

In large organizations like **Tradevision**, which operates extensively in the medical equipment sales and service sector across Bangladesh, recruitment responsibilities are shared between **line Managers** and **Specialist Recruiters**. These specialists are tasked with sourcing and attracting the right candidates, particularly for technical and analytical roles, and are commonly referred to as **Recruiters**.

Given Tradevision's continuous expansion and operational diversity, the organization requires a wide range of manpower annually. This need spans across various departments and functions, which can be broadly categorized into three types:

1. **Fresh Graduates as Knowledge Workers**
    - These are typically recruited for roles that demand analytical thinking, management skills, and technical understanding.
    - Business graduates from reputed universities—both domestic and international—are preferred for their adaptability and modern knowledge base.
    - This is one of the most prominent recruitment areas for Tradevision, forming the backbone of its leadership and innovation pipelines.
2. **Experienced Specialists for Targeted Roles**
    - For high-skill, high-impact roles—especially in areas like biomedical engineering, regulatory affairs, and technical sales—Tradevision seeks experienced professionals with a proven track record.
3. **Skilled and Labor-Based Workers**
    - Operational roles, equipment handling, and field service positions are filled with technically trained or experienced personnel, essential for the company's on-ground performance.

This section will further elaborate on the following subtopics to clarify the recruitment structure for fresh graduates:

1. **Personnel Planning and Vacancy Announcement**
2. **Nature of the Application Form**
3. **Recruiters' Qualification**
4. **Channels of Recruitment**
5. **Recruitment Constraints and Challenges**

4.1.1 Personnel Planning and Vacancy Announcement

Human Recourse department headed by the HRM, receives data about need of personnel, the vacancy information is then analyzed by HRM in collaboration with the finance department with financial feasibility of the recruitment. After judging the feasibility, the approved number of vacancies is informed to the job market through strong mass media. As means of media they use

- The internet,
- Online based job portals
- English and Bangla news paper
- On campus recruitment
- From Intern inventory.

4.1.2 Recruiters' Qualification

Recruitment Qualification for Entry-Level Employees:

- You must be graduated within less than three years, or will graduate within the next 12 months form a reputable university.
- You must be within 28 years of age.

Recruitment Qualification for Labor-Based Task:

- You must physically fit and skilled in the particular task.

4.2 Methods of Recruitment

4.2.1 Recruitment Channel

1. External recruitment channel
2. Internal recruitment channel

Normally I know about two types of recruitment channel those are

1. External Recruitment Channel

When job openings cannot be filled internally, the HR department must look outside the organization and basically for TRADEVISION, recruitment of fresh graduates is done through this means.

There are some ways for external recruitment in the Tradevision Group, which occurs in direct or indirectly for various level of recruitment. Those are-

1. Walks- ins and write- ins
2. Employee referrals
3. Advertising
4. Private placement agencies & Professional search firms
5. Educational institutions & Professional associates
6. International recruitment

1. Walks- Ins and Write- ins

Walks in are job seekers who arrive at the HR department in search of a job; write ins are those who send a written inquiry. Both groups normally are asked to complete an application blank to determine their interests and abilities. Usable applications are kept in an active file until a suitable opening occurs at the TRADEVISION. These occurs mainly for skill-based labor worker and for part time project jobs or contract basis program implementing or running job

2. Employee Referrals

For lower-level workers, Tradevision follow the employee referrals procedures. This is the procedures when existing employees refer one new and the new is considered to be further judgment. For various daily operations like travelling the product carry and collecting small market revenue. TRADEVISION needs trustworthy root level worker. They, so follow here the reference of other employee in the organization so that guarantee" performs securely.

3. Advertising

TRADEVISION next to employee referrals in fact for fresh graduates majorly follow the advertisement procedure for recruiting purposes. They advertise in the reputed

English and Bengali National papers. They also use the internet for online application.

For the online recruitment the applicants get Tracking Number that is a unique number automatically generated by the Online System at the time of CV submission. The applicant provides the password at the time of filling the CV Form. Both the Tracking Number and Password will be needed if one wants to edit/update one's CV Online. To updating the CV is enough, entering the tracking number and password after clicking at the "Update CV" link at the TRADEVISION LTD Career Page.

4. Private Placement Agencies & Professional Search firms:

Tradevision use several privet placement and human resume management assisting firm for their recruitment those are

1. The Consumer that works in the Dhaka
2. The intellectual property right organization Bangladesh
3. Jobscncl.com Dhaka

5. Educational Institutions & Professional Associates

More over the organization takes its manpower from the universities and educational institutions across the country. The nationwide universities and its important institutes provide the potential graduates as the employee of the organization. Tradevision does the same job with the business schools of the country, other discipline fresh graduates and especial IT and engineering graduates passed from reputed engineering universities of the country.

From discussion with HRM it was known that their preferred institutions range from IBA, BUET, DU, KU, Brac, NSU, AIUB, JU, to Chittagong University and such. Again, this university campus is often headed by often a panel of associates. The Professor of these institutes who work for ULB refers or primarily places the recruited to central HRM.

6. International Recruitment

Sometimes, especially in importance of cases international recruitment occurs in Tradevision such rare events happen if the candidate stays in abroad or are

working in international company on foreign land. Another within the organization recruitment in most senior post occurs with international recruitment process. The process is done through E- recruitment. Such case occurs in inter sub continental recruitment of Tradevision Ltd.

4.2.2 Internal Recruitment Channel

Current employees are a major issue of recruits for all but entry- level positions of Tradevision ltd. Whether for promotions or for lateral job transfers, internal candidates already – know the already informal organization and have detail information about its formal policies. In fact, for Tradevision this short of recruitment is occurred only with especial purpose experienced employee recruitment. It is frequently occurred in the Brand Management department. For senior posts in Brand Management, employee's recruitment take channel through the internal human rescue inventory

Job posting programs happens in the way that the Regional Sales Manager RSM in Dhaka is newly appointed on Dhaka as the sales chief.

4.3 Nature of Application form

After getting information, huge applicants apply for Tradevision entry level posts. The posts are designed with different title for different branch of operation like earlier stated 6 departments for operation –
Brands & Development**,** Supply Chain management**,** Human Rescues**,** Finance**,** Information Technology**,** Customer Management**.**

The application forms are produced over internet on online as Ill printed copies to campus of different institute. For all the levels the form is a like. Interested candidate for different branch will mention the interested field.

In the online there are 2 different forms one for entry levels another for experienced people. A dummy of application form collected from the internet will be produced at the end of the report.

They take some help from consumer mark ltd. A human resource management and marketing assisting organization of Bangladesh for their customized needs of recruitment and selection.

4.4 Recruitment: Constraints and Challenges

The application forms are produced over internet on online as Ill printed copies to campus of different institute. For all the levels the form is alike. Interested candidate for different branch will mention the interested field.

In the online there are 2 different forms one for entry levels another for experienced people. A dummy of application form collected from the internet will be produced at the end of the report.

They take some help from consumer mark ltd. A human resource management and marketing assisting organization of Bangladesh for their customized needs of recruitment and selection. Recruiters face such common constraints which are:

a. Biasness:

Most of the time, the organization's employers try to appointment their relatives, familiar person.

b. Recruiter Habit

A recruiter's past success can lead to certain habits. Admittedly habits can eliminate time- consuming decisions that yield the same analysis, but habit may also continue past mistakes or avoid more effective alternatives.

c. Competition of Talent

There is a lack of vast talent people in Bangladesh for the special task. The potential job applicants most of the time can't meet up Tradevision requirement. Few talent guys who has already appointed with other multinational company. And Tradevision need to compete with other multinational organization to hire skilled manpower.

d. Job Requirement

People with greater experience usually require a higher level of job. In my country, there are vast population but they are not so skilled in working with hard labor. They feel comfort flexible job like government job. So Tradevision can't fulfills their requirement in all time.

CHAPTER 5

SELECTION PROCESS IN TRADEVISION LIMITED

5.1 Reception of Application

After accomplishing the recruitment process, Tradevision go to the selection process where they start the process with the reception of application form filled up through internet online form. After scrutinizing the data, they select applications for written test.

5.2 Evaluating Reference and Biographical Data

At the second stage of evaluating the data, they verify the validity authenticity of the information presented on the form as Ill as reference of the employee through references.

5.3 Employment Test

This written test measures the candidates

1. Analytical ability
2. Computation ability
3. Verbal skill
4. Written skill
5. General knowledge

More above 65% marks ensures applicants pass.

5.4 Assessing Candidate Through Interview

Mainly three steps are followed in the selection procedure. In the first stage the candidates are invited for a viva with sales and training manager, Dhaka in his Mohakhali office. A human resource manager also exists there. In this viva the candidate's situation handle ability is measured.

Second Phase:

It is the viva with the general sales and operation manager, and trade marketing manager

.in this stage individual skill is measured. The question tries to measure out the fitness of the candidate for the post.

Third Phase:

In this stage the applicant faces the HRD customer development team (CDT) this phase measures the applicability of the applicants" potential for the jobs. In this

stage why the applicant prefers the Tradevision and why it would like to join the expected team. The questions try to measure the passion and the thrill in the employees or Matador Tooth Brush.

5.5 Cognitive Ability Test

There is no recognized cognitive ability test for Tradevision selection process. Tradevision, the written test through its analytical questions the dose the cognitive test on applicant's mentality.

5.6 Physical Ability Test

The physical test is administered by Apollo Hospital Dhaka to measure the HIV, Hepatitis B, C or such many diseases in its applicant's health and fitness for job effort.

5.7 Work Samples

For some technical jobs Tradevision follows the work sample test on particular employee like the one of Finance and IT.

5.8 Hiring Decision

Finally, every step success ensures an applicant join in the Tradevision family.

CHAPTER 6

FINDINGS AND ANALYSIS

6.1 Findings

6.1.1 The Types of Recruitment in Tradevision Bangladesh Limited

Tradevision follow three type of recruitment process, which are:

- Fresh graduates as knowledge worker,
- Specialist experienced people for special purpose
- People for Skilled and labor-based events

6.1.2 The Types of Selection in Tradevision Limited

Tradevision follow some selection evaluation test to select the best candidate, which are:

6.1.3 Employment test

6.1.4 Assessing candidate through interview

6.1.5 Cognitive ability test

6.1.6 Physical ability test

6.1.3 The Frequency of Recruitment by Tradevision Limited

Tradevision Limited accomplish their recruitment process depends on created vacancy. However, I see a common phenomenon that Tradevision arranges recruitment and selection activities twice a year when students pass from various institutes based on their completion of 6 moth semesters.

6.1.4 Responses from the Students (Institution) Regarding MNC

In my survey, I point out that most of the business graduate students have a dream to join a prominent multinational company. It is mean from the selection ratio or applicant ratio's fresh graduates hold the mentality to join prominent multinationals and Matador Tooth Brush is one of the best choices.

CHAPTER 7

RECOMMENDATIONS AND CONCLUSION

7.1 Recommendation

After going through the report, I draw some recommendations which are:

- I have to suggest Tradevision to arrange “on campus” recruitment. In my survey I get a common scenario that “on campus” recruitment process motivates the student to enthusiastic, creative and rigorous.
- Students try to show extra ordinary performance and perform their innovative ideas innovative.
- They come with new idea and work heart and soul to accomplish their task. “On campus” recruitment assures students to get a better job after completing graduate.
- As a result, it reduces their waste of time to search a better job and company get genius and meritorious people who are hungry for success and perform their innovative activities with full of enthusiasm.
- Tradevision entry-form is so complicated and some information which is asked for apply is not available all time.
- My recommendation to minimize the entry form and make it easy presentation for all potential applicants.
- Developed there working environment.
- Added new verify product with production layout.
- Give up training about increasing knowledge and skill development.
- As they go for manual production, it takes a huge the time complete the production cycle so the quality of the product can’t be maintained always. It would be better if they convert their production process in automated manner.

7.2 Conclusion

The report has attempted to point out recruitment and selection process in Tradevision. Though there is no HR department in Tradevision office. So, I face some little bit problem to collect the necessity information. I can get little information about recruitment and selection process in Tradevision. I have to communicate with Tradevision head-office in Dhaka. After few refusals, at last I am able to collect information from Tradevision HR department but it curtails my time duration to prepare a rich full report. I also take support by some secondary reports as Ill as internet and Tradevision report. I have to ignore some confidential data.

BIBLIOGRAPHY

- Bates, S. (2002, February). Personality counts. HR Magazine, 28–34
- Essentials of Human Resource Management and Industrial Relations: text, cases and games / P. Subba Rao By: Subba Rao, Mumbai: Himalaya Publishing House, 2014. Book: Institute of Public Enterprise, Library *S Campus.*
- Flippo, E., 1976. Principles of personnel management. New York: McGraw-Hill.
- Johnson, R., 2014. Factors That Influence the HR Selection Method. [online] Small Business- Chron.com. Available at.
- <http://smallbusiness.chron.com/factors-influence-hr-selection-method-38650.html> [Accessed 9 August 2015]
- Lussier, R. N., & Hendon, J. R. (2013). Human resource management: Functions, applications, and skill development. Thousand Oaks, CA: Sage.
- McDaniel, M. A., Whetzel, D. L., Schmidt, F. L., & Maurer, S. D. (1994). The validity of employment interviews: A comprehensive review and meta-analysis. Journal of Applied Psychology, 79(4), 599–616
- Richardson, M., 2013. Recruitment strategies: managing/effecting the recruitment process. 1st ed. [eBook] Government of Trinidad and Tobago, pp.8-9. Available at: <http://unpan1.un.org> [Accessed 9 August 2015]
- Smith, A. (2016, July/August). Analyzing pay. HR Magazine, 69–73

Reference

- Annual report 2021-2024, Tradevision Limited.

Website and Link

- http://Tvl.com.bd/
- https://www.ceeol.com/search/article-detail?id=472954
- http://examples.integratedreporting.org/fragment/485
- https://ebrary.net/8559/organizational_overview_external_environment
- https://opentextbc.ca/businessopenstax/chapter/promotion-strategy/
- https://link.springer.com/chapter/10.1007/978-3-030-11911-9_8
- https://www.christophtrappe.com/whats-the-difference-between-promotions-and- distribution-strategies-in-digital-marketing/