Internship Report
on
"Discussion on HR Function of a selected organization: Training and Development of Transsion Bangladesh Limited"

Submitted by:
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ID: BBA2101022020
Program: Bachelor of Business Administration
Major: HRM
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Submitted to:
Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: January 07, 2025

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Submitted to:
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(Lecturer)
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Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: January 07, 2025

Letter of Transmittal

January 07, 2025
Md. Mostakin
Lecturer.
Department of Business Administration
Sonargaon University (SU)

Subject: **Submission of Internship Report on "Discussion on HR Function of a selected organization: Training and Development of Transsion Bangladesh Limited"**

Dear Sir,

With most respectfully to state that I am pleased to submit my internship report titled "Discussion on HR Function of a selected organization: Training and development of Transsion Bangladesh limited". This report is an essential part of my BBA degree requirements, and I had the privilege of completing my internship at "Carlcare service" under your guidance.

This report reflects the current marketing practices employed by organizations in our country. I have made an effort to include relevant details while keeping the report concise.

I kindly request your assessment of this report. Your feedback would be greatly appreciated. Thank you for your time and consideration.
Yours Sincerely

Abu Sayed
ID: BBA2101022020
Program: BBA Major: HRM
Department of Business Administration
Sonargaon University (SU)

Certificate of Supervisor

I hereby confirm that the internship report titled "Discussion on HR Function of a selected organization: Training and Development of Transsion Bangladesh Limited**".** has been created in fulfillment of the BBA program requirements at the Department of Business Administration, Sonargaon University (SU). The report was conducted by Abu sayed, with ID BBA2101022020, under my guidance. I assure you that the report and its contents will not be utilized for any other intentions.

Md. Mostakin
Lecturer
Department of Business Administration
Sonargaon University (SU)

Declaration of Student

I am Abu Sayed, a student in the Bachelor of Business Administration program with ID BBA2101022020 at Sonargaon University. I want to sincerely state that the report titled "Discussion on HR Function of a selected organization: Training and Development of Transsion Bangladesh Limited"**.** has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copyright regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

Yours Sincerely

Abu Sayed
ID: BBA2101022020
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Letter of Authorization

I hereby confirm that the project report titled "Discussion on HR Function of a selected organization: Training and Development of Transsion Bangladesh Limited". is a genuine effort by Abu Sayed. The research was conducted under my guidance. I also affirm that, to the best of my knowledge, the content presented in this report has not been included in any other project report or dissertation that led to the award of a degree to any candidate earlier, whether in the same context or a different one.

Md. Mostakin
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Acknowledgment

I would like to extend my gratitude for the invaluable assistance and sincere cooperation provided by various individuals in the preparation of this report. It's impossible to adequately thank all the wonderful people who directly or indirectly contributed to the successful completion of this report. I am deeply appreciative of their kind collaboration and support.

First and foremost, I would like to express my thanks to the divine power. Additionally, my foremost appreciation goes to my supervisor, Md. Mostakin (lecturer) at Sonargaon University (SU), for her crucial guidance, scholarly insights, and unwavering support throughout my study period.

Moving forward, I am grateful to Mamun, Administrative owner at –Carlcare service centre (Chandpur Sadar) , from whom I gained significant knowledge. I also extend special thanks to Administrative Officer mainul islam, along with heartfelt gratitude to all the other individuals at Carlcare service main branch. I am thankful to the various staff members from different departments who generously contributed their valuable time and assistance in helping me gather data for this report.

Executive Summary

The concept of Training and Development from its very definition to different practical techniques and processes used in a specific organization, which in this case is Transsion Bangladesh Limited.

The need for Training and Development for the betterment of the employees along with the impact and effect of it in the long run of the organization. The report starts with the concept of training and elaboration of the development activities. Further, different types of training are discussed in this paper, and how many and what types are used in Transsion Bangladesh Limited.

The types of training and its implementation in the selected organization are discussed next to the effect of development activities on the employees. The role of the Human Resource department in carrying out these activities are highly focused, as it is the sole responsibility of the Human Resource department for the development of an organization's employees. Trained and developed employees will always be high on motivation while carrying out the duties, and are more likely to be satisfied with their job. This motivation and satisfaction will ultimately bring good results to the organization.

The report ends with the summary of the survey carried out on the highly focused sample set of employees, which brings mostly high praise for Human Resource department for their training and development activities with also highlighting different areas of setbacks which need to be taken care of, and improved in the future.

The recommendations are also included in the last chapter of the report, and an appendix which also contains the questions used in the survey while preparing the report.

Table of Contents

Cover Page	
Inner Page	
Letter of Transmittal	i
Certificate of Supervisor	ii
Declaration of Student	iii
Letter of Authorization	iv
Acknowledgment	v
Executive Summary	vi
Table of Contents	vii

CHAPTER 1	10-15
Introduction of this report	
1.1 Origin/Background of the study	
1.2 scope of this report	
1.3 Objectives	
1.4 Methodology	
1.5 Limitations	

CHAPTER 2	16-26
Orginizational profit	
2.1 History	
2.1 Mission, Vision and Value statements	
2.2 Product/ Service	
2.3 Organization Structure	
2.4 Organization Culture	

CHAPTER 3	**26-35**
Discussion of the HR function of the selected organization	
3.1 Process	
3.2 Company Profile	
3.2.1 Training programs in Transsion Bangladesh Limited	
3.2.2 Development Activities	

CHAPTER 4	**35-43**
4 Findings and Analysis	
4.1 Individual Findings and Analysis	

CHAPTER 5	**43-48**
5.1 Recommendation are listed below	
5.2 Conclusion	
6. Bibliography	

List of figure		Page
1	Study background training and development	10
2	Itel products and service	16
3	Techno. The itel vision 1 pro	18
4	Infinix Camon 16 pro	19
5	Oraimo products and accessories	20
6	Carlcare service center	21
7	All Bangladesh service center	24
8	Courage / High and low ratio	32

List of Abbreviation

Abbreviation	Full form
SU	Sonargaon University
HRM	Human Resources Management
BBA	Bachelor of Business Administration
CCS	Carl care service
HR	Human resources
TBL	Transsion Bangladesh Limited
CEO	Chief Executive Officer
COO	Chief operation officer
TNA	Training needs Analysis or time & action plan
BP	Brand promoter

Chapter 1: Introduction of the Report

1.1 Origin/Background of the study

The following report is about the Training and Development activities of Transsion Bangladesh Limited. The background of the report takes us to the Concept of training. However, before jumping into the concept of training and development, the need for training and development must be acknowledged. The main purpose of training and development is learning. It takes us to the question, what actually is learning?

Learning refers to employees acquiring knowledge, skills, competencies, attitudes, or behaviors. To be noted, the learning should not only be for the employees' own sake. Learning needs to demonstrate how it contributes to the company's competitive advantage through improving employee performance, supporting the business strategy and contributing positively to business outcomes such as quality, productivity, development of new products, and retaining key employees.

Training and Development is a subsystem of Human Resources activities of an organization which emphasize on the improvement of the performance of individuals and departments.

Training is an educational process and a planned effort by a company which involves the sharpening of skills, concepts, changing of attitude and gaining more knowledge to enhance the performance of the employees. Good & efficient training of employees helps in their skills & knowledge development, which eventually helps a company improve.



(Study background training and development)

According to a senior HR specialist, "Training is all about getting the job done".

Training is about knowing where you are in the present and where will you reach with your abilities after some time. By training, people can learn new information, new methodologies and refresh

their existing knowledge and skills. The motive behind giving the training is to create an impact that lasts beyond the end time of the training itself and employee gets updated with new and modern systems.

Traditionally, companies have relied on formal training through a course, program, or event to teach employees the knowledge, skills, and behaviors they need to successfully perform their job. Formal training and development refer to programs, courses, or events that are developed and organized by the company for the employees. Informal learning refers to learning that is learner initiated, involves action and doing, is motivated by an intent to develop, and does not occur in a formal learning setting.

Development is similar to training, except that it tends to be more future-focused. Development refers to training as well as formal education, job experiences, relationship, and assessments of personality, skills, abilities that help employees prepare for the future jobs or positions. Development is mostly based on three activities:

-Continuous improvement: The intention is constantly learning to make performance better and make business processes more effective and efficient; the work processes are bettered through incremental improvements over time.

-Innovation: Innovating consistently is a vital prerequisite in the current scenario where organizations are actually able to gain competitive advantage over others in a constantly changing environment. Main factors to this process are being creative and learning constantly from mistakes, actions, and micro & macro environment.

-Continuous adaptation: Constantly learning and adapting to changing market conditions and responding to the external market conditions that includes constantly changing customer needs, new competitors, and most importantly, new technology.

Primarily, employee development serves two objectives:

• Bringing an improvement in overall Organizational Performance,

• Developing the skills, knowledge and attitudes of employee.

This report is being done on the premises of the known types of Training and Development activities available in the current world of Human Resources. Which and how many of those activities are being conducted in the selected organization, in this case, Transsion Bangladesh Limited.

This report is made to find out the Training and Development activities in Transsion Bangladesh Limited and the impact that those activities have on the employees and the organization as a whole. After analyzing different Training and Development

initiatives, the last part of the report includes the conclusion and recommendations to the selected organization on improving the HR function for a better result in the future.

1.2 Scope of the report

The report will cover the Training and Development HR function of Transsion Bangladesh Limited. All activities relating to the selected function will be included in the report including but not limited to:

- the types of training
- training methods
- the scope of training
- delivery methods
- selection of trainers
- participating parties
- measuring effectiveness
- impact analysis and
- feedback from the employees

1.3 Objectives

The primary objective of the report will be the to measure the effectiveness and satisfaction of the training and development activities of Transsion Bangladesh Limited on the employees and their unbiased feedback.

The secondary objective of the report will be analyzing each feedback from the employees and suggesting minute improvement plans to be implemented in the training and development processes of Transsion Bangladesh Limited to increase the efficiency and effectiveness of the said Human Resource function of the company to its employees.

1.4 Methodology

The research will be prepared based on primary data. The procedure of selecting the specific data to identify, select, process and analyze sample information was based on purposive sampling. While the sampling was purposive, where it is a form of non-probability sampling in which researchers rely on their own judgment or prior information when choosing the sample to participate in their surveys.

The sample was given the survey link made on Google forms as many employees to take part in the survey were out of Dhaka, and the pandemic forced many to work from home. The Google form survey also provided animosity in their opportunity to provide feedback, so the data used in this research paper is truer to life and more representative.

The data is then received through Google forms and analyzed for the primary and secondary objectives.

1.5 Limitations

- the first limitation of this paper was to select a representative sample that is small enough for it to be less time consuming and large enough to be representative of the overall data. Because the information analyzed in this research paper is confidential, selection of this sample was complex and time consuming.

- As most of the period was under strict lockdown due to Covid 19 pandemic, getting feedback from the sample was an issue. At first, a physical survey was decided to be used, but it was rendered invalid due to transportation and other shutdown measures by the government. The online survey was a challenge due to giving constant reminders to the sample employees to complete their survey as they are far away.

- The training and development data of the training programs of Transsion Bangladesh Limited was a huge time-consuming process. Getting to know about all the training and development programs, the instructor data and the feedback took almost 7 months. None of the data was found during the internship period, it was only discovered after becoming a permanent employee.
- Another issue is the reluctance of the employees to share accurate information, and taking the survey seriously. The sample has been changed over a several times due to these challenges.
- Most employees in Transsion Bangladesh Limited are field force employees, so getting hold of them was challenging, as the most accurate feedback always comes from the field.

Chapter 2: Organizational Profile

2.1 History

Transsion Holdings Private Limited, previously known as Transsion Technology, is a Hong Kong based technological conglomerate. Established in 2006 by a group of technology enthusiasts, focuses on development, manufacturing, sales and services of mobile phone equipment, accessories and home appliances. Transsio Holdings Private Limited is the 6th largest mobile phone manufacturer in the world based on quantity. Transsion Holdings Private Limited operates in more than 70 countries and regions, including Nigeria, Ethiopia, Kenya, Tanzania, Egypt, UAE (Dubai), Bangladesh, India, Pakistan, Nepal, Indonesia, and Vietnam, etc. The headquarters is located in Shenzen, China. Transsion Holdings Private Limited has six brands under its ownership. The company is best known for its mobile phone brands named as itel, TECNO and Infinix; their mobile phone accessories brand is named as Oraimo; the home appliance manufacturing brand is known as Syinix, and after sales service brand Carlcare.

Although established in 2006, Transsion started its operations in June 2008 after setting up its office at Nigeria. By the end of October, the same year, Transsion had set up subsidiaries in 7 African countries. Transsion entered the South Asian market in 2016 by entering India with its mobile phone brands. In the fourth quarter of 2017, Transsion had successfully surpassed Samsung as being the largest manufacturer of mobile phones in terms of market share for the first time in Africa.

The tremendous success of Transsion in Africa is fueled by its Research and Development concentration based on African population, specially focused on price and the camera of the mobile phones designed specifically to capture photos of dark-skinned people.

Transsion Bangladesh Limited is the Bangladeshi subsidiary of Transsion Holdings Private Limited. Transsion Bangladesh Limited was inaugurated in April of 2017. All products were imported from China in order to cater the needs of the Bangladeshi market until October 2018 when Transsion Bangladesh Limited had finally set up its factory located in Vogra, Gazipur. All mobile phones are now labelled as ‘Made in Bangladesh”.

In an interview with the Chief Executive Officer Rezwanul Hoque, he said “We maintain a multi brand strategy which we consider is important for long-term success in the mobile phone industry”

2.2 Mission, Vision and Value statements

Transsion Bangladesh Limited holds the same mission as the parent company Transsion Holdings Private Limited, which is: *"To improve the lives of as many people as possible through technology and innovation"*

The vision of Transsion Bangladesh Limited is as follows: *"To become the most popular provider of smart devices and mobile services for consumers in global emerging markets"*

Value statement or slogan of the company is: "Together we can"

The core values of the company are:

1. Customers- Customers are both the starting point and the endpoint for all work of TRANSSION.
2. Respect- Respect defines how we treat each other and our differences.
3. Openness- Staying open connects us to the future and its possibilities.
4. Innovation- Innovation is essential to achieving breakthroughs on different levels, both personal and organizational.
5. Sharing- Sharing invites every "I" to become "we".
6. Bottom line- We always show compassion, even if it puts us at a disadvantage.

2.3 Product/ Service:

Transsion Bangladesh Limited has five brands operating in Bangladesh currently.

1. itel

itel is the feature phone and entry level smartphone brand of Transsion Bangladesh Limited. Itel was officially launched in 2017 in Bangladesh. At the starting phase, itel introduced feature phones and low budget smartphones only, ranged between 3,000-7,000 Taka. Itel focused on the low-income target market and could achieve quick popularity amount the low budget consumers. The performance of itel phones is usually smooth for the budget and the designs of the itel phones are comparatively attractive. These are some of the important facts the buyer considers before purchasing a low-cost Android smartphone. Itel has currently dethroned Symphony as the leading feature phone manufacturer in terms of market share. Authorized dealers and showrooms are available all across the country, even in rural areas. Itel was featured among the top ten phone brands of Bangladesh in 2019.

Itel has a range of feature phones with a starting price of as low as 890 taka, and a premium line of entry level smartphones such as Vision 1, Vision 1 Plus, Vision 1 Pro and Vision 2 along with the A series such as A25 Pro and A48. The itel Vision 1 Pro



2. TECNO

TECNO is Transsion Bangladesh Limited's midrange smartphone brand and TECNO does not have any feature phone under its lineup. TECNO first caught the limelight in Bangladesh

after introducing the mid-tier budget friendly smartphone TECNO Camon X in March, 2018. Now, TECNO comprises of two midrange series: Spark and Camon. The spark series is a budget friendly option for the consumers providing average quality specifications, which currently includes the Spark 5 Pro at 10990/-, Spark 6 at 12490/- and the upcoming Spark 6 Go at 8690/-. The Camon series is a premium midrange line of smartphones from TECNO. The current generation of Camon series includes Camon 16 at 14990/-, Camon 16 Pro at 18990/-, and Camon 16 Premier at 27990/-. All smartphones of TECNO are available all over Bangladesh through TECNO's own Brand Outlets and third-party shops as well. TECNO is Transsion Bangladesh Limited's top most prioritized business unit. The maximum number of Transsion Bangladesh Limited's employees are employed under this brand.

TECNO Camon 16 Premier



3. Infinix

Infinix is Transsion's higher midrange smartphone brand, which was also an online.

exclusive brand till 2020. Currently, it has started operating in the offline market as well due to the comparatively lower response of the Bangladeshi consumer market shopping online. Infinix smartphones are now available in online platforms such as Daraz, Pickaboo and Evaly as well as the offline shops and chain shops such as Gadget and Gear, and Sumash Tech. Infinix currently has three different series of smartphones based on specifications and price. The Smart series hosts the basic entry-level smartphones such as the Smart 5 (2GB) priced at 8490/- and Smart 5 (3GB) priced at 9490/-. Next in line is the Hot series which includes the mid-level spec'd smartphones such as the Hot 11 Play priced at 11490/-, the Hot 10s priced at 12990/- and the upper midrange grade smartphone Hot 11s at 14990/-. The Note series is the higher end devices of Infinix. The Infinix Note 10 Pro is the flag carrier of Infinix Mobility Bangladesh currently, priced at an affordable bracket for the consumers at 21490/- taka.

However, the flagship series Infinix Zero are not imported or produced in Bangladesh by Transsion Bangladesh Limited due to the budget restrictions of the Bangladeshi target consumers.



- Infinix Note 7

4. Oraimo

Oraimo is Transsion Bangladesh Limited's mobile phone accessories brand. Oraimo has a number of product categories under its name, ranging from chargers, cables, wired earphones and headphones, wireless earphones and headphones, Bluetooth speakers, smart bands and smart watches.

5. Carlcare Service Centre

It is Transsion Bangladesh Limited's lone service brand to provide after sales service for the other equipment/product manufacturing brands of Transsion Bangladesh Limited such as itel, TECNO, Infinix and Oraimo. The servicing plant is located at Tejgaon Industrial area of Dhaka. There are service touchpoints all over the country for the convenience of the consumers.



2.4 Organization Structure

Transsion Bangladesh Limited strictly adheres to a functional organizational structure where there are different department heads who directly report to the Chief Executive Officer. For elaboration, a functional organization is a common type of organizational structure where an organization is split down into different smaller sets based on the functional areas such as Marketing, Finance, Human Resource, Administration and Information Technology.

Transsion Bangladesh Limited has the following departments:

- Human Resources, Administration and IT Department
- Marketing department
- Finance and Supply Chain Management department
- Sales Management Department
- itel department
- TECNO department
- Carlcare Service Centre department
- Infinix Business Unit (under Carlcare Technology BD Limited)
- Accessory Business Unit (under Carlcare Technology BD Limited)

The advantage of this type of organizational structure in Transsion Bangladesh is that each department can work independently without the interference of others. Since each department head is a specialist in her area, they can easily choose which employees to include in their department during recruitment. As a result, each department has a team full of skills and expertise in that functional area, and they can work with higher levels of efficiency and optimization. The employees in each department have a clear chain of command or hierarchy where they report to a single person.

There are disadvantages however. As each department works independently, there is a significant amount of communication gap among the functional departments. This communication gap sometimes leads to inefficiency. Another disadvantage is that the appraisal of the employees is done by the head of departments. In this case, there may be times when the supervisor may favor an employee. On the other hand, an employee may be appraised wrongly due to stereotyping or
personal conflict. Accountability is another issue where each individual department has the scope of playing the blame game if any mishap happens.

2.5 Organization Culture:

This is Transsion Bangladesh Limited's biggest strength. The culture of the company is one of the most progressive and employee friendly.

Each Head of Department, each employee regardless of their position is super-friendly to each other. No bossing is allowed inside the organization. Supervisors convey their directives in a way that motivates the juniors. Instead of order and work, the company follows the motivate and implement rule.

On top of all this, the company is actively taking new employee engagement and culture improvement plans along with new training and development activities throughout the year to improve the already fantastic work culture and efficiency. The employee engagement programs such as Coffee with CEO, Family Appreciation, Birthday Celebration, Junior Art Competition, Quiz sessions and monthly gaming programs.

Unlike many other companies where employees are required to focus on work only, and are not appreciated to socialize among colleagues in office hours; employees in Transsion Bangladesh Limited are required to socialize among everyone inside the office. The supervisors personally motivate their team members to grow an extrovert personality. Communication is focused highly in this organization.

Chapter 3: Discussion of the HR functions of the Selected Organization.

Justified alignment

Training and Development is the selected HR function to be discussed in this chapter.

Training and Development is a subsystem of an organization which emphasize on the improvement of the performance of individuals and groups. Training is an educational process and a planned effort by a company which involves the sharpening of skills, concepts, changing of attitude and gaining more knowledge to enhance the performance of the employees. Good & efficient training of employees helps in their skills & knowledge development, which eventually helps a company improve.

Transsion Bangladesh Limited hosts a number of training and development initiatives throughout every year in order to keep the operations flowing at the highest level of effectiveness and efficiency. The HR department also focuses on the development of mental health of the employees by conducting mental health training sessions. The company emphasizes both formal and informal training for the employees.

To distinguish between formal and informal training, formal training and development refers to programs, courses, or events that are developed and organized by the company for the employees. Informal learning refers to learning that is learner initiated, involves action and doing, is motivated by an intent to develop, and does not occur in a formal learning setting.

Some Training programs conducted by Transsion Bangladesh Limited are stated below:

- Sales Excellency Training
- 7 habits training
- Leadership training
- Neuron-Linguistic Program Training
- Team building
- Performance management training
- Mastery in communications training
- Brand promoter training
- Induction training

3.1 Process:

Transsion Bangladesh Limited follows a seven-step process for conducting a training session:

1. Training Needs Assessment (TNA): Assessing training needs is necessary to identify whether training is actually needed to improve the performance of the employees or anything other than training is required.

   Needs assessment is important because it helps an organization determine the gaps that are preventing it from reaching its desired goals. Although need assessment is the first step in the instructional design process, but if it is not properly conducted any one or more of the following situations could occur:

   - Training may be incorrectly used as a solution to a problem not able to be solved by conducting a training session.
     - The training program planned may have the wrong content or methods.
     - Trainers may be sent to training program for which they do not have the basic prerequisite skills or confidence.
   - The training will not be able to deliver the expected change or financial result that the company expects.
   - Expenses will mount on training programs that are unnecessary because they are unrelated to the company's business strategy.

   At a progressive company, there may be so many things going on where it is hard to pin down exactly what may be holding it back. Knowing what is working well and what aspects are needed to be changed is crucial to progressing effectively towards those goals and making an organization successful.

2. Ensuring Employees' Readiness for training: Ensures that the employees who are subject to training have the correct attitudes, motivation and basic skills necessary to master the training content.

3. Creating a Learning Environment: It is all about creating an environment that has all the features necessary for learning to occur. Some features are:
   - Learning objectives
   - Meaningful material
   - Practice
   - Feedback
   - Community of learning
   - Modeling
   - Program Administration

4. Ensure transfer of Training: Ensure that trainees apply the training contents on their day to-day job activities. This step involves having the trainee understand how to manage skill improvement, as well as getting co-worker and management support.

5. Develop an Evaluation Plan: It includes identifying what type of outcomes the training is expected to influence (for example, learning behavior and skills), choosing and evaluation design that allows to determine the influence of training on these outcomes, and planning how to demonstrate how training affects the "bottom line". That is using a cost benefit analysis to determine the monetary benefits resulting from training.
6. Selecting Training Method: Choosing the appropriate training method based on the learning objectives and learning environment. The recent training sessions are being conducted online over the internet due to the Covid-19 pandemic.
7. Monitoring and Evaluating the Program: This is the last step. This step is done evaluate the entire program, measure its impact on the employees and as a result in the organization, and make any necessary changes required in the training sessions in the future.

3.2 Training programs in Transsion Bangladesh Limited

The trainings provided by Transsion Bangladesh Limited are both conducted by in house trainers and outside trainers. The training programs offered by Transsion Bangladesh Limited are described:

1. Sales Excellency Training

Sales Excellency training is one of the most important forms of training investment a company or organization can make. It is because of a lot of core functions. To begin with, maintaining a sustainable competitive advantage is essential in the highly challenging business environment in today's world. A strong, dedicated and motivated sales team is one of the most important forces which help companies to stay ahead of the curve. Improving the sales team, and making selling more efficient and effective is the key to the growth of any company.

This is when the training comes into play. Attaining the expected level of growth can be a complicated and sophisticated task. That is why it is extremely important that your company is making the right training investments. It is tricky to whether invest on own resource within the company or invest on a third party. For this reason, Transsion Bangladesh Limited relies on a mix of in-house and out-house trainers for sales training. The sales training sessions of Transsion Bangladesh Limited are usually conducted in a neutral venue where in house trainers provide their expertise along with the CEO, COO, Head of each department. Trainers from outside the organization are hired to provide their inputs. The forms of training are conference, group discussion, case study, audio-visual content and role playing.

With a training designed to include perspectives from different sorts of trainers, and different forms of training content usually results in a high-quality training session for the employees. There is a higher level of impact from this kind of training on the employees for the optimization of the sales

team and to keep them motivated on the field. A well-trained sales person can easily influence a potential customer. With the right negotiation tactics along with product knowledge, pricing and a presentation, the sales person is ready to go and this can make all the difference. Hence, the sales training process is a critical factor in the world of sales. The better trained an individual is, the better he or she should be able to perform in the field.

2. Neuro-Linguistic Program Training

Neuro-linguistic programming (NLP) is considered to be a psychological approach to personal development, behavior, communication and psychotherapy involving the analyzation of strategies used by successful individuals, and applying the strategies to reach a specific goal. It involves the moderation of different thoughts, language, and specific patterns of behavior learned through experience to achieve specific outcomes.

The NLP Training in Transsion Bangladesh Limited was conducted by outsourced trainers. As this type of training involves a psychological approach, it is only logical to conduct the training with psychological experts available outside the organization.

3. Team building

Team building is a form of training which usually does not require a specific trainer. This is a sort of activity that focuses on the engagement of employees within a given team, department, group r the whole organization. As a result, this sort of training or activities is usually conducted by a team leader or supervisor of the given team.

Team building is a common activity in Transsion Bangladesh Limited as the company focuses highly on the engagement and cooperation the employees within each department and the organization as a whole.

Many such programs such as monthly gaming/sports activities, corporate lunch, celebration of special days (such as new year, Independence Day, women day, birthday etc.), Quizzes day, corporate day out etc. are being conducted in order to increase the involvement and cooperation between the employees. Some unique approaches such as "Color of the day" where all employees are required to wear clothes of the same color are also taken to ensure a friendly and cooperative environment within the organization.

4. Brand Promoter (BP) Training

TECNO Mobile (a brand under Transsion Bangladesh Limited) operates using Brand Promoters in shops all over the country to promote and sell their smart phones to the consumers. Brand Promoters are the personnel found in the TECNO brand shops and retail shops where TECNO smart phone are sold.

The Brand Promoters are the forefronts of executing a sale. As a result, they require extensive training in order to execute sales and generate revenue for Transsion Bangladesh Limited. As

Brand Promoters are quite unstable with their job, numerous new joiners are introduced every month as replacements and in new locations.

It is quite impossible to hold training sessions every month with outside trainers as it will incur huge amount of expense for the company, moreover, the trainers outside the company will have limited knowledge about the features and services of the products of TECNO Mobile. For maximizing cost effectiveness, efficiency and transfer of accurate information to the brand promoters, Transsion Bangladesh Limited have several in-house trainers to conduct the Brand Promoter training. For the TECNO brand, each Channel Sales Manager for their specific regions has a specific trainer dedicated to provide training for the Brand Promoters operating in those regions. The Brand Promoter training is coordinated centrally by the National Training Manager in presence of the regional trainers. This results in high quality training for them and also prevents the leaking of company information such as details regarding upcoming products, target brands etc. outside the company.

The Infinix Brand under Transsion Bangladesh Limited has currently started Brand Promoter activity recently from July 2021. As a result, the Infinix brand does not have regional trainers. A single National Training Manager is currently managing all the Brand Promoter training activities throughout the country. Regional trainers maybe recruited in the future based on the success of their Brand Promoter activities.

5. 7 Habits training:

Seven habits training is conducted by in house trainers, most often by the head of HR department. The seven habits on how to become a highly effective employee are being trained. The seven habits on which the emphasis is put on are:

- Being proactive: to stay more influential in the actions that individuals take. On the other hand, the circle of concern should be reduced as much as possible. The circle of influence includes Power, security, wisdom and guidance. The circle of concern deals with the properties which are out of direct control of an individual.

Being proactive reduces the need of reaction, which is to stay ahead of any action.

- To begin with the end in mind: Implementing any course of action with the consequences of the end in mind is important to improve productivity and creating a more meaningful work environment. To begin with the end in mind prioritizes the phrase "work smarter, not harder". When having a definite result in mind before starting any action, employees can set to work smarter rather than working harder. Working harder causes to lose the strategic vision and the reason "why" behind any meaningful work to be accomplished.

- First things first: Set priorities- first things should always come first. It is all about time management and prioritization. Priorities should be set based on what is most important, rather than what is the most urgent. Urgent activities are generally reactive, and sometimes include important aspects to address such as crises, pressing problems, and deadline-driven projects, and/or non-important things such as interruptions (social and official), trivial busywork, time wasters and pleasant or popular activities. On the other hand, the important

activities mainly include relationship building, recognizing new opportunities and planning. These are generally the most important activities for any organization, as they act as the foundations for growth, stability and positive development.

- Think win-win: strategical effective leaders want to demonstrate win-win situations for the organization. In order to achieve this feat, they need to commemorate a mixture of high consideration and high courage. The diagram below shows the relationship-

	high courage	low courage
high consideration	win-win	lose-win
low consideration	win-lose	lose-lose

- Seek first to understand, then to be understood: Listen, the speak. Focus more on emphatic listening, which is listening to understand. Most of us listen only to listen, not to understand the true meaning. Emphatic listening will cost more time and energy, but it has to be focused more in order to make in a habit of an effective leader. After listening to understand, then take the stance to be understood and make others understand.
- Synergize: 1+1=2? No. leaders have to make it 1+1=3 !

Synergy is more than just adding different parts to make a cumulative outcome. It requires to understand every bit of input and cumulating them in order to produce an output that is more than the sum of the individual parts.

- Sharpen the Saw: Thinking about self-renewal in terms of the physical, spiritual, mental and social/emotional dimensions of our nature is important. Self-renewal is nothing but expressing these dimensions 'regularly and consistently in wise and balanced ways'. These are the important tasks of our daily lives that need to be consistently taken care of to reduce the heaps of urgent tasks down the line. By focusing on them consistently, an effective employee is inherently proactive in their Circle of Influence, shadowing the Circle of Concern.

6. Induction training

Induction training is given to the new employees of Transsion Bangladesh Limited in a monthly basis. This training is organized in between 22nd to 28th of every month for the new joiners.

Induction training is systematic training proves which is a form of introduction of the organization that includes the company profile, history, vision, mission, core values and culture. It is done for the new employees to enable them to work in their new organization in a new environment with a sense of ownership.

The basic motive of the induction training is to provide new employees with a smooth entry into the organization by providing them with the important information they require to get started in their new profession or job role. The primary goals of induction training are: creating a positive atmosphere, address any new job concerns, increase the level of comfort, a feeling of ownership at the organization, increase the initial knowledge of the organization, get to know the procedures and policies belonging to the organization, sharing organizational values and sharing job specific information to the new employees.

In Transsion Bangladesh Limited, the induction training is organized solely by the HR department where the training is conducted by the members of the HR department. It is mostly conducted by the Head of HR and other Deputy and Assistant managers with the occasional inputs from the Executives in the HR department.

7. Leadership Training

Leadership training courses are specialized programs designed to help employees learn new leadership techniques, and refine old skills to run a team, including front line leading, assertive communication methods, motivation methods, and coaching.

Leadership training is important and effective for personnel in a supervisory role, people who have just stepped up to a new position or a managerial role, and to more experienced managers who want to expand their horizons even more.

The core leadership attributes that are focused are: self-development, team development, selflessness, perseverance, strategic thinking and acting, willingness to listen, ethical practice & civic-mindedness that include honesty, trust & integrity, and finally innovation.

The leadership training programs in Transsion Bangladesh Limited are hosted on a number of setups. Central leadership training programs are organized by the HR department where trainers are both in-house and hired. The CEO, COO, head of departments along with professional trainers conducts the training sessions.

Apart from central leadership training programs, individual brands in Transsion Bangladesh Limited such as itel, TECNO, and Infinix organize their own leadership training programs with the help of the HR department. Here

too, both professional trainers from outside the organization along with the people within the brands conduct the training sessions for the employees.

Some leadership training programs of Transsion Bangladesh Limited are TECNO Leaders Reveal Project, itel Leaders Summit etc.

3.3 Development Activities

Transsion Bangladesh Limited have undertaken several projects for the development purpose of the employees. The projects emphasize talent management, competency mapping and succession planning.

A recent survey was conducted by the Human Resource department for mapping the competencies and managing the talent of the employees of the organization through Google Forms. All employees of the company regardless of type of employment (such as contractual, probation, permanent) were networked under the survey.

The information from the survey will be used to map the competencies of each employee and analyze each information to find out the weaknesses and strengths of each individual. Based on the analysis, specific training and development initiatives will be designed for a long-term plan of developing the employees.

The information from the competency mapping will be used for talent management and succession planning of the employees for the organization. As the company was inaugurated in 2017, these development activities are important for the long run and stability of the relatively new organization in Bangladesh.

Chapter 4: Findings and Analysis

4.1 Individual Findings and Analysis

Q.1) Which training program did you receive in TBL?

From the graph above, we can analyze that the most common form of training by the sample was both Communication skills training and Seven Habits Training. These trainings were received by 6 persons in our sample. 5 of them received Sales training, Performance Management Training and Team Building. To be noted is that the sample size was taken from different departments within the company, the reception of the types of training is hugely variable. Although the departments were recorded in the Google form, it can be disseminated in the report due to confidential issues and company policy.

Only one person received the brand promoter training among the employees surveyed. This is because only one Brand Promoter was surveyed in the analysis process. This is a stark finding, because the Retail Sales Executives responsible for maintaining the Brand Promoters should also have been given the BP training along with the Brand Promoters. Although the RSEs are fully acknowledged with the contents of the training, they should also take part in the training to understand the psychological reception of the training contents as delivered by the trainers.

Other than that, Communications Training, leadership training and Team Building are carried out adequately in the company. They are carried out in every quarter for the development of the employees and the organization as a whole. The performance management training is carried out on a need basis. This is not a regular scheduled one, rather than it is carried out based on Training Need Assessment.

Q2) How effective was the Training Need Assessment carried out before the training was conducted? 10% of the sample size Strongly Agrees that the TNA carried out by the Human Resource department was effective. A further 40% people "Agrees' that the TNA was effective. While 30% employees were neutral while expressing their feelings toward the Training Needs Assessment carried out in the
organization. If it is broken down, a staggering 80% employees have a non-negative assessment towards the TNA, while only 20% of them had negative feedback. If the negative population is further broken down, 15% of employees (3 persons) 'Disagree" with the statement of an effective TNA and 5% of the sample size (only one person) "Strongly Disagree' with the effectiveness of the Training Need Analysis.

To end the proceedings of this question-, 16 employees were neutral to positive and only 4 of them had expressed negative feedback on the case of an whether the Training Need Assessment carried out was effective or not.

Q.3) Did you receive training according to the TNA?

On the case of whether the employees received the training according to the responses of the Training Need Analysis, 40% of the employees were positive that the training that they received was according to the Training Need Analysis. A further 40% had neutral views on this topic, so we can count them as non-negative.

Only 20% of the employees think that the they did not receive the training according to the Training Need analysis, which is a very low score.

From this analysis, we can say that the TNA was very effective in finding out about which training/ type of training that each employee need. All this leads to a successful implementation of the Training Need Analysis implementation.

Q.4) Have you felt welcome on the day of your training?

A staggering 65% of the sample size (13 people out of 20) felt welcome on the day of the training. Of the, 6 employees "Strongly Agreed" that they felt welcome, and 7 of them "Agreed" that they felt
welcome. 30% (6 persons) had neutral views about being feeling welcome. Only one employee out of 20 have "Disagreed" about feeling welcome. We can take this one input as being outlier.

As most of the employees felt welcome on the day of the training, we can assure that the HR team has been hugely successful in choosing the right trainers and maintaining the training programs where employees felt positive from the word 'Go'. Feeling positive right from the opening moment has a huge impact throughout the training session. When they feel welcome, it has a very good impression for the rest of the session that will follow. In simple terms, it brings in the atmosphere and mood for an interactive learning session.

Q.5) Were you introduced properly with the trainer?

The statistics show that 45% of people 'Strongly Agrees' that they were properly introduced with the trainer prior to training. 20 % people "Agrees' that they were properly introduced, while 25% were neutral in expressing their views. Only 10% (or 2 people in numerical value) has expressed dissatisfaction in expressing their view on whether they were properly introduced with the trainer or not.

In this case too, we can conclude that the HR team was very proactive in arranging any training session. Introducing the trainer is an essential element in training sessions. The HR team was successful in this aspect.

Q.6) Were you well informed of all the particulars related to training?

This question shows the overall performance of the HR team regarding the Training and Development activities. 75% of employees agree that they were well informed of all the particulars related to training sessions. A further 15% stayed neutral while answering this question. However, 2 persons were

Observed giving negative feedback. This negative feedback can be taken as an area of improvement, especially during the preparation part of the training programs.

Q.7) Was the content well organized and easy to follow?

All analysis before this part were related to the preparation and introduction of the training sessions. This is where the actual training session starts to unfold. Answering to the question on whether the training contents were well organized and easy to follow, 55% of the sample size had positive feedback. 11 out of 20 employees were positive about the organization of the training and understandability of the content of the training.

On the other hand, 40% or 8 persons in numerical value expressed neutral feedback on this parameter. Only one person had a negative experience while taking part in training sessions. This results that the HR department has been performing greatly on choosing the right trainers for the training sessions where there was always coherence between the trainer and the audience.

Q.8) Was the content structure clear and logical?

2 out 20 people "Strongly Agree" that the training content structure was clear and logical. A further 7 employees "Agree" about the point. However, 9 persons (or 45%) have had neutral views. According to them, the content structure was not clear and logical and again not too sophisticated that they are dissatisfied. This may occur due to many issues:

First, maybe the trainers were too experienced and expertise that they had an initial thought that the audience already somewhat are familiar with the training contents. Secondly, the audience might have wanted or predicted a more basic learning than what they were provided with. Third, a psychological issue is connected with the outcome. That is, maybe only one of the topics/contents out of numerous topics may have been not understandable by the audience, but due to that one instance, employees may have expressed a neutral thought. Even if the training sessions were clear, one obstacle may have been hampering the actual outcome.

Lastly, only two persons were dissatisfied with the content structure being clear and logical.

Q.9) Did the trainer provide relevant examples during the training?

A thumping 75% of audience were happy about whether relevant examples were provided in the training sessions. 25% (5 persons) "Strongly Agree" and 50% (10 persons) just about "Agree" with the
statement. Remaining 25% of employees have expressed neutral results about relevant examples being provided or not.

Once again, the outcome is positive about the trainers. It has been portrayed again that the selection of trainers by the HR department has been exceptional. As this survey was done on the sample of employees from different departments, they have the experience of having the training sessions from a range of trainers, both in house from the company and outsourced trainers.

10) Was the trainer able to answer all your questions and concerns?
It is a mixed bag here. The highest percentage is Neutral in expressing whether the trainer were able to answer all the questions and concerns or not. The main reason is most attendants of the training sessions did not ask questions on their own, and hence whether the trainer could answer them is null. Which resulted in being neutral while giving feedback.

25% employees "Strongly Agree' with the point, while 20% of them "Agree'. On the flip side, 15% of the sample size expressed "Disagree' and 5% (1 person) have a total disagreement by expressing 'Strongly Disagree'. As questions or concerns around the

training content, and the answers as well are qualitative, the rate of dissatisfaction is higher in this segment.

Q.11) Were participation and interaction encouraged?

A high rate of encouragement in participation and interaction is seen in the training sessions as demonstrated by the participants. However, 20% of the participants were disappointed with the parameter. They "Disagree' that participation and interaction were encouraged.

Q.12) Were the materials distributed during the training helpful?

45% of the participants agreed that the materials distributed during the training were helpful. 40% were neither satisfied nor dissatisfied with the materials supplied during the training. The rest have shown dissatisfaction.

The materials in training details to any brochures, leaflets, presentation, flyers or any training content. Any deviation in the satisfaction of reception of the training materials will have a huge impact in the overall training sessions. As only 15% of the feedback is negative, it means the overall quality of the training were good. However, these negative feedbacks proves that there are scopes for improvement and it has to be taken very seriously.

Q.13) After the training do you feel comfortable handling the assigned tasks?

50% of the population have "Agreed" that indeed they are more comfortable to do the tasks assigned after attending the training sessions. This determines the effectiveness of the training session. A good sign is that the training is actually making an impact to the employees in their day-to-day tasks. Both selection of trainers and the ability of the trainers have surfaced as a positive image.

On the other hand, 8 participants have expressed neutrals reviews, which means that they did not have an impact after the training. 2 participants have expressed dissatisfaction with the essence of the training. This disagreement means that the training had negative impact on them. Their assigned tasks were even more difficult after attending the particular sessions. As the percentage of people here are very low, we can consider the overall trainings as successful from the HR side.

Q.14) Were the contents of program relevant and helpful to utilize your area?

Another area where the contents of the training programs are scrutinized. 40% of the participants expressed satisfaction that the contents of the training programs were actually relevant and helpful to utilize their working area. Another 40% were neutral that neither the training contents were relevant with their working area not they had a huge deviation. But 20% of the sample size or 4 participants in numerical value have expressed dissatisfaction over the relevance of the training content.

This is an issue which need to be addressed seriously. The relevancy of the training contents is the most important aspect of arranging a training program. The trainers that are selected are good, but better selection should be prioritized and, the HR department should intervene more in determining the core contents of the training with the trainers, both in-house and outsourced.

Q.15) Did you learn anything new?

75% of the sample size (15 participants) feel that they have learnt something new from the training sessions that they attended arranged by Transsion Bangladesh Limited. This is a huge success on the part of arranging the training sessions and development of the employees. A core aspect of training
sessions is that if they teach something new to the participants, and here the majority of the employees have learned new grounds from the training sessions.

25% of them have said that they did not learn anything new. As learning is an aspect of perception and concentration, the actual facts may vary from the one suggested here in the report. The participants will not be able to learn if they feel uninterested or there is a lapse in concentration.

Q.16) How do you rate the quality of training?

In this matter, 19 people have answered in place of 20 participants as other questions. The rating was changed from 'Strongly Agree/ Strongly Disagree' to High (5) to Low (1).

Two participants have given a High Rating to the quality of training, a further 8 participants have expressed a moderately high rating. But a high percentage of employees have shown neutral ratings towards the training sessions. 7 out 19 participants have rated 3 to the trainings on a scale of 5. This is a clear indication that the trainings need to improve further.

Then again, 2 participants have rated the training 2 out of 5 which is on the negative side. Although there are abundant positive feedbacks about the training contents, the quality is on a hit as seen here. Work must be done until the feedbacks turn into positive or at least 80% of the feedbacks are positive.

Q.17) Would you recommend this training to a friend or colleague?

8 of the participants out of 20 have been positive on recommending the training activities carried out by Transsion Bangladesh Limited to their friends or colleagues. Only 20% have negative attitude towards recommending. A further 40% have been neutral in expressing their views.

The analysis points out that although the trainings conducted in Transsion Bangladesh Limited have been mostly beneficial to the employees, more feedback should be taken by the HR department in order to improve the training sessions further to boost the positive outcomes of the training.

Q.18) Do you have any suggestions to improve the session you received? (No/Yes. If answer is Yes, please specify in the box)
When asking for suggestions to the employees, most answers were NO. Only one exception is there where it is suggested that offline trainings will be better than conducting online.

When the training history In Transsion Bangladesh Limited is scrutinized, it is seen that most training sessions are conducted offline. Still the comment to organize training in offline form is due to the fact that some of the recent training sessions were indeed organized online due to the outbreak of COVID
19. The participant who has come up with the comment might be a new employee and participated only in the online sessions. Hence, the suggestion of offline training was advised.

Chapter 5- Recommendations and Conclusion :

5.1 Recommendations are listed below:

1. Frequency of conducting Training Need Analysis: during the survey, this is seen that the Training Need Analysis conducted by the HR department is effective. But one thing is lacking, and that is the frequency of the TNA that is being conducted. If the TNA is being conducted more frequently, it will lead to more representative training leads and find out the areas of lacking and necessary requirements to improve the overall performance of the departments and the organization as a whole.

2. More interventions are required on the training contents when outside trainers are in charge: albeit very small margins, but still there were some dissatisfactions surrounding the contents of the training and its impact on the development of the working area that the training was designed on. In order to improve the training contents, there should be some alteration to training contents shaped by the HR department to improve the effectiveness.

3. A need for Behavior Modeling Training (BMT): Behavior Modeling Training (BMT) is a training method used for improving interpersonal skills of the targeted audience, and is a widely used component of many management training programs. It has become wildly popular, and it is a well-researched psychologically based training intervention. Because many employees come
   from different organizations with different cultures, a behavior modeling Training is very important to shape the behavior in a consistent manner.

4. Require more team individual team building sessions: In the time with Transsion Bangladesh Limited, it has been seen that the number of individual departmental team building sessions was very less. The team building sessions has to be increased to at least 1 per department per month for it to be effective in the work environment.

5. Brand Promoter development program: Although there are regular BP training sessions taken by the in-house trainers, there are no development programs for the Brand Promoters to consider them in succession planning to take over the positions of Retail Sales Executives instead of hiring from the outside. Hiring sales executives from outside means higher cost and steeper learning curve which is time consuming.

6. More HR department run training initiatives: It has been pointed out that many Training programs are being carried out by trainers who are hired from outside the organization. Steps must be taken to ensure more training programs carried out solely by the members of the HR department.

7. The HR department should plan a basic IT training for all the employees of the company to assure the smooth operations of the increasing automated solutions that the company use. The training contents should involve basic operations of Microsoft Excel, Word, PowerPoint, Network trouble shooting, printing and scanning troubleshooting, basic hardware troubleshooting such as cable connection testing etc.

5.2 Conclusion:

After extensive research for a considerably long amount of observation and time, the conclusion of the report is mostly positive. What Transsion Bangladesh Limited is progressing with their Training and Development function is applaud able.

There are not many negatives that we focus on, most employees are happy with the Training and Development activities of the company. The only aspect to focus is on the implementation of the training functions where hired trainers are in charge. In this issue, the company should focus on more interference on the contents and implementation of the training contents that are more aligned with the culture of the company.

The overall satisfaction of the selected HR function of Transsion Bangladesh Limited is high and this could only be perfected by the implementation of the above recommendations for foolproof feedback of the training and development activities of the company.

The company has already started taking new initiatives for more accurate Needs Analysis, and based on the data provided by TNA, provide better implementation of existing trainings and taking new methods and approaches to training programs.

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