



Internship Report
on
Recruitment and Selection Process in Daraz Bangladesh:
A Case Study on Daraz Bangladesh Ltd.

Submitted by:

MD. Sabbir Hosen

ID: BBA2201025085

Program: Bachelor of Business Administration (BBA)

Major: Human Resource Management (HRM)

Semester: Fall-2025

Submitted to:

Department of Business Administration

Faculty of Business

Sonargaon University (SU)

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

Sonargaon University (SU)

147/1 Green Road, Panthapath, Tejgaon, Dhaka

Date of Submission: January 03, 2026



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Supervised by:

Md.Rasel Hawlader

Assistant Professor

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Letter of Transmittal

January 03, 2026

To,
Md. Rasel Hawlader
Assistant Professor
Department of Business Administration
Sonargaon University (SU), Dhaka.

Subject: **Submission of Internship Report on “Recruitment and Selection Process in Bangladesh: A Case Study on Daraz Bangladesh Ltd.”**

Dear Sir,

With due respect and honour, I would like to inform you that, I have successfully fulfilled the requirements for this report, which is a mandatory component for the completion of the BBA program. This is a great pleasure for me to submit the report on, “**Recruitment and Selection Process in Bangladesh: A Case Study on Daraz Bangladesh Ltd.**” Here I gathered what I believe the most completed information available. I believe that it will provide a clear scenario of the Green HRM practices of the prominent firm Daraz Ltd.in Bangladesh.

This report aims to synchronize my theoretical learning from the BBA program with real corporate practices. I attempted my every move to go through all the necessary materials, documents, guidelines, and other subsequent reports which fulfil the requirements of this report I have placed my most effort on preparing this term paper and tried to leave no stone unturned to make the report a vivid and comprehensive one despite a lot of limitations. I sincerely believe that it will serve the required purposes. I will always be obliged to furnish any clarification regarding this paper, if required.

I humbly request you to accept this report for your kind evaluation.

Md.Sabbir Hosen
ID: BBA2201025085
Major: HRM
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

I, Mr. Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU) hereby certify that the Report work entitled as “**Recruitment and Selection Process in Bangladesh :A Case Study on Daraz Bangladesh Ltd..**” has been prepared by Md.Sabbir Hosen, ID: BBA2201025085, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfilment for the degree of the Bachelor of Business Administration (BBA) with major in HRM. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this report.

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

Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

This is Md.Sabbir Hosen a student of Bachelor of Business Administration (BBA), ID: BBA2201025085 from Sonargaon University (SU) hereby solemnly declare that this report on **“Recruitment and Selection Process in Bangladesh: A Case Study on Daraz Bangladesh Ltd.”** has been authentically prepared by me under supervisor of Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU).

I further declare that this report has been prepared with authenticity and integrity, without violating any copyright regulations. I also confirm that it has not been submitted, either in part or in full, for the award of any degree, diploma, or certificate at this or any other institution.

Sincerely Yours,

Md.Sabbir Hosen

ID: BBA2201025085

Major: HRM

Department of Business Administration

Sonargaon University (SU)

Acknowledgement

First and foremost, I would like to express my sincere gratitude to my supervisor, Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for his invaluable guidance, support, and encouragement throughout the preparation of this report. His insights and expertise in the field of Human Resource Management have significantly enriched my understanding and enabled me to complete this case study on

“Recruitment and Selection Process in Bangladesh: A Case Study on Daraz Bangladesh Ltd.”

I would also like to extend my appreciation to the respected faculty members of the Department of Business Administration at Sonargaon University for their continuous support and dedication to fostering an environment of learning and growth. My gratitude also goes to DARAZ ltd. for granting me access to information that has been vital to the successful completion of this study.

Finally, I am deeply grateful to my family, friends, and close ones for their constant encouragement, motivation, and assistance throughout this journey. Their support has been instrumental in helping me focus and complete this work.

Sincerely,

Md.Sabbir Hosen

ID: BBA2201025085

Major: HRM

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Executive Summary

Recruitment and selection play a critical role in ensuring organizational effectiveness by attracting and hiring competent employees. In Bangladesh's rapidly expanding e-commerce sector, efficient human resource practices are essential to remain competitive and sustain growth. This case study focuses on the recruitment and selection process of **Daraz Bangladesh Ltd.**, one of the leading e-commerce companies in the country. Daraz Bangladesh Ltd., a subsidiary of the Alibaba Group, has been operating in Bangladesh since 2015 and has grown significantly over time. To support its large-scale operations, the company follows a structured recruitment and selection process to hire skilled employees across various departments such as operations, logistics, technology, customer service, and marketing. The recruitment process involves both internal and external sources, including online job portals, employee referrals, social media platforms, and campus recruitment. The selection process typically includes CV screening, written or technical assessments, multiple interview stages, and final managerial approval. The study finds that while Daraz Bangladesh emphasizes merit-based hiring and competency evaluation, challenges such as lengthy hiring procedures, high competition for skilled talent, and employee turnover remain. The findings of this case study provide valuable insights into the effectiveness of Daraz Bangladesh's recruitment and selection practices and offer guidance for improving human resource management in Bangladesh's e-commerce industry.

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CHAPTER: ONE
INTRODUCTION

1.1 Introduction

In order to fulfill my BBA program with major in Human Resource Management, I have experienced to work in a E-Commerce site Daraz Bangladesh Ltd. After completion the theoretical part I was assigned to work on human resource practices of Daraz Bangladesh Ltd. Here I was given with the combination of theoretical knowledge as well as practical knowledge field. I have tried to cover different contents of HR area during this internship period. I have enriched my knowledge on general HR aspects of the company as well as identified some issues which are being barriers in the growth of the company. A SWOT analysis on the HRM Practice of Daraz Bangladesh Ltd followed by discussing the critical points arisen during the work time and tried to put some recommendations on it according to my knowledge. My project was on the topic of HR policies of Daraz Bangladesh Ltd. Electronic trade or web based business is a term for a business, or business exchange that includes the exchange of data over the web. It is right now a standout amongst the most imperative parts of the web to develop. Online business has become quickly Worldwide and furthermore in Bangladesh. At present web administrations are accessible in Bangladesh. Its use for web based business by Bangladeshi makers to master just as to get to sources of info will be subject to their eagerness and capacity to utilize this medium just as that of the purchasers of definite items and the merchants of transitional merchandise and ventures. In Bangladesh, among the components of web based business, there is a restricted application and utilization of B2C web based business. Be that as it may, a critical part of absolute web based business sites are occupied with C2C online business which is closeout based trade between customers to shopper. Different fields are not yet much created in Bangladesh. There are numerous purposes for this, one basic reason this nation isn't so created and the greater part of its residents are poor and uneducated. It is very common that there are couple of clients who is eager and can shop in web. It may take a long time to be created in this part in Bangladesh, however there are proof discovered that it is additionally developing quickly and before long will reach at a prosperous stage (Economic improvement, 2009). There are more than 2 billion web clients Worldwide in 2011 and it is gauge this number will surpass 3 billion by 2015 and the world B2C online business industry produced between \$400 billion and \$600 billion of every 2010 as per yStats.com, which evaluates the market will create some place from \$700 billion and \$950 billion of every 2015. At present in the time of 2018 we can completely express that the supposition was correct. Online life keeps on filling the B2B web based business showcase, which intends to help electronic business process productivity, reports T frameworks. Web based business is being considered as a different, gainful field business and mediator on-screen characters are refreshing their B2B plans of action, while grasping parts of web based life. Furthermore, upper hands decide if an organization can push ahead, E-trade is the correct apparatus for increasing upper hand now-a-days in Bangladesh.

1.2 Scope of the study

It was my great pleasure that during the Internship period, I got co-operation to discuss each and every area of the HR related activities of the company which includes some confidential data of the employee and some other major factors. So the scope of the report making was vast from my end. As an intern, I got every kind of facility to study and work hard on each and every aspects of human resource department and an extensive discussion with the present employees made it so easier for me to made an effective conclusion.

Significance of the study

Internship report is required for fulfillment of BBA program. Which is contains 3 credits of total academic courses. A study can gather practical knowledge about the real job field like as HR institution. After complete the internship period a student must be make a report on his/her experience about the job. He tries to reflect his internship experience on report. By this internship program student can established contact and networking. Contact may help to get a join in practical life. This is, student can train and prepare themselves for the job market. Therefore, It's obvious that the significance of internship I clearly justified as the crucial requirement of BBA student.

1.3 Objectives of the study

There are two objectives of this report

Broad objective:

Experience and to gather an overall idea on HR functions of the E-commerce site.

Specific Objectives:

Specific objectives are as follows -

- Finding and identify the HR core responsibilities and implementing in the right way to the right people.
- To acquire the depth knowledge on all the key areas of HR.
- To scan the practical scenario of the organization.
- To identify the opportunities and weakness of E-commerce site
- To propose changes for the development of the HR activities.

1.4 Methodology of the study

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

Data Sources

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

Primary Data

I collected first-hand information through indirect methods, such as:

- Face-to-face discussions with company officers.
- Personal observations during my time at the company.

Secondary Data

- Online articles and research journals.
- Daraz Bangladesh Ltd.'s official website.
- Different relevant study reports and publications.
- Local expert materials related to the topic.
- Data Analysis, Classification & Presentation Instead of formal surveys, I gathered insights through informal talks with employees and reviewing company documents. This helped me get honest and practical information. I also used secondary sources like annual reports to support my findings.

I analysed the data manually, looking for patterns and key themes. By carefully reviewing the information, I was able to present a clear picture of Daraz Bangladesh Ltd's recruitment and selection process.

1.5 Limitations of the study

- Large-scale inquire about was unrealistic because of brief time
- Relevant information and reports accumulation were very incomprehensible because of the association Confidentiality.
- The allocated people attempted to abstain from responding to numerous inquiries.
- Management is occupied with their day by day works. So all prerequisites can't be incorporated.

CHAPTER: TWO

PROFILE OF THE ORGANIZATION

2.1 Company Profile

In 2012, Daraz began its activities as an online style retailer in Pakistan. It changed technique and moved towards turning into a general online commercial center in November 2014. Daraz In 2012, Daraz began its activities as an online style retailer in Pakistan. It changed technique and moved towards turning into a general online commercial center in November 2014. Daraz Group propelled activities in Bangladesh and Myanmar in January 2015 Daraz Group was at that point working in the South Asian areas of Pakistan, Bangladesh, and Myanmar. In July 2016, Daraz started tasks in Sri Lanka and Nepal.

In May 2018, Daraz Group reported that it had joined Alibaba Group's biological community for an undisclosed arrangement. This move comes around two years after Alibaba's procurement of Lazada Group. which was additionally a startup by Rocket Internet Group in South East Asian market. Alibaba Group additionally runs Singapore's RedMart and possesses stakes in India's Paytm.

Daraz Group's five provincial markets (Pakistan, Bangladesh, Nepal, Myanmar, and Sri Lanka) spread 460 million individuals with 60% of the populace in these areas are younger than 35. Alibaba Group gained Daraz Group's tasks in these locales of South Asia.

Bangladesh has an enormous people which pulls in a great deal of advertisers to offer their things. Be that as it may, since of nonattendance of creative ability, Bangladeshi customers still need various latest workplaces the propelled world offers. A Big piece of our people don't have the finding out about the most ideal usage of web isolated from use it only for web based life and that is changing into a test for the online associations. Our Government is attempting to give web all through the country, here the assembly is accepting a noteworthy activity in this division. As they are giving web access to remote zone and school and colleges, which will help in the headway of online business division of nation.

2.2 Parent Company

Daraz Bangladesh was brought into the nation by Rocket Internet and alluded as parent organization of Daraz Bangladesh Rocket Internet is a German Internet organization headquartered in Berlin. The organization produces online new businesses and cases shareholdings in various models of web retail organizations. The plan of action of rocket web is known as a start-up studio or an endeavor engineer. Rocket web plans to work outside the US and China. Rocket Internet has in excess of 30,000 representatives over the world and has involves in excess of 100 elements in 110 countries. Rocket Internet was established in Berlin in 2007 by three siblings: Marc, Oliver and Alexander Samwer. 2014, Rocket Internet

changed its authoritative document from a GmbH (private restricted organization) to an AG (Public constrained organization).

2.3 Rocket Internet

- Started in 2004 by sequential business visionaries Alexander, Marc and Oliver Samwer.
- Incubated in excess of 100 quickly developing on the web organizations everywhere throughout the world since beginning
- Currently 30+ worldwide branch workplaces on each of the 5 mainlands from Africa to South East Asia
- Operated by a profoundly gifted group of Business Development, Operations, IT and Online specialists
- Currently 20,000+ representative in more than 60+ new companies far and wide.



2.4 Daraz Acquired by Alibaba Company

On the long stretch of May 2018 Daraz Bangladesh has been completely obtained by Alibaba Group. Alibaba Group was established IN 1999 by 18 individuals driven by Jack Ma, a previous English educator from Hangzhou, China. The originators began the organization to advocate private companies, in the conviction that the Internet would even the odds by empowering little undertakings to use development and innovation to develop and contend all the more adequately in the household and worldwide economies. The acquisitions incorporate Daraz activities in Pakistan, Nepal, Sri Lanka and Myanmar.

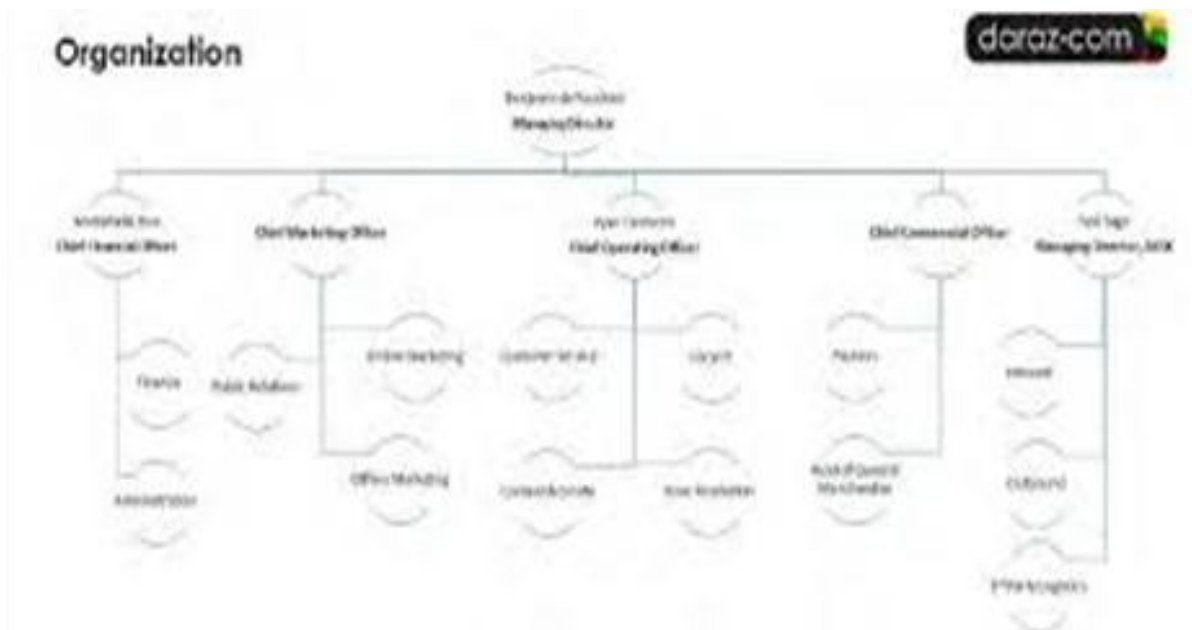


The tasks will proceed under the Daraz brand name "Daraz will probably use Alibaba's authority and involvement in innovation, online business, portable installment and logistics to drive further development in the five South Asian markets that have a joined populace of more than 460 million.

2.5 Daraz Bangladesh Crucial Departments

Dependent upon the size, every affiliation requires a type of dynamic structure to alleviate the task suitably. Without the right definitive systems it ends up being actually difficult for the relationship to realize operational techniques and achieve the destinations. Being a worldwide affiliation and to deal with its activity easily Daraz has some committed division with the correct sort of individuals. The significant branches of Daraz Bangladesh are recorded underneath:

- Administration
- Business Development
- Customer Service
- Commercial
- Category Management
- Graphics and Design
- Human Resources
- Information Technology
- Issue and Resolution
- Finance
- Operations
- Onsite and Content Management
- Sales Management
- Marketing
- Public Relation

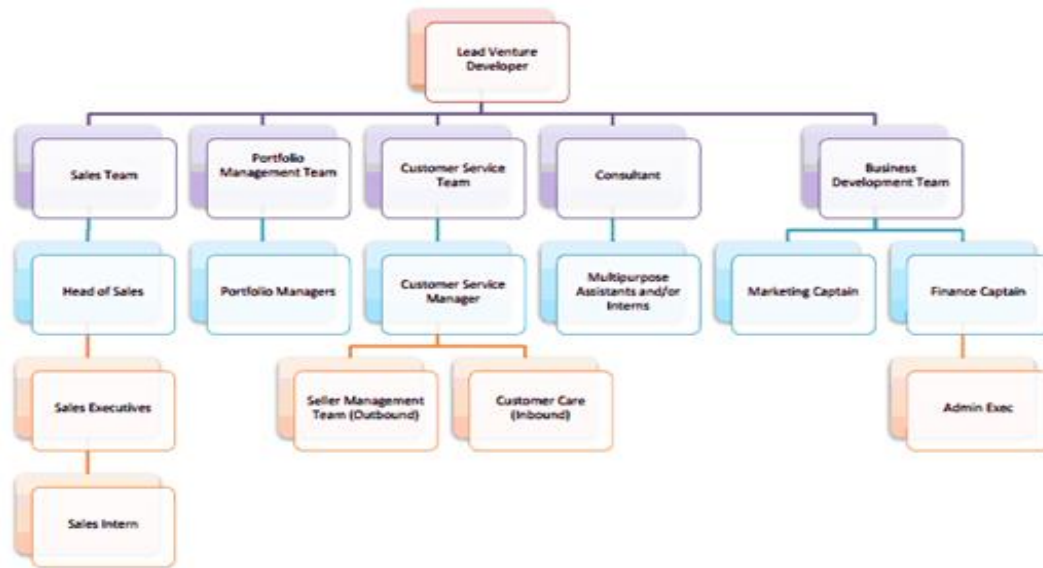


2.6 Bleprint of tasks office

The activities group of Daraz Bangladesh is the greatest branch of the organization which comprises of numerous offices inside it. A concise thought of the organogram is given underneath yet the full blueprint is referenced in the informative supplement segment.

- Head of Operations
- Operation Manager (Inbound)-
 - ✓ Inventory
 - ✓ Inbound
 - ✓ After sales
 - ✓ Shipping
 - ✓ Operations excellence
- Operation Manager (Outbound)-
 - ✓ Network
 - ✓ Own fleet
 - ✓ 3PL

2.7 ORGANOGRAM



In the long stretch of July 2018 Daraz and Alibaba have converged to reinforce their situation in the developing Bangladeshi market. To catch more pieces of the overall industry this 2 organizations are cooperating. Presently they are called Alibaba Group. This merger additionally has occurred in Pakistan and Myanmar, Nepal, Srilanka. Co-CEO of Daraz Group Abu Sayed Anwar, stated, "Daraz and Alibaba have both assembled effective tasks in their separate markets. The merger is currently the subsequent stage to offer our merchants the most ideal answers for develop their online business, and to begin gaining by the cooperative energies between the stages."

* Source: (<http://www.thedailystar.net/business/daraz-alibaba-combine> more noteworthy market-get to 1246825)

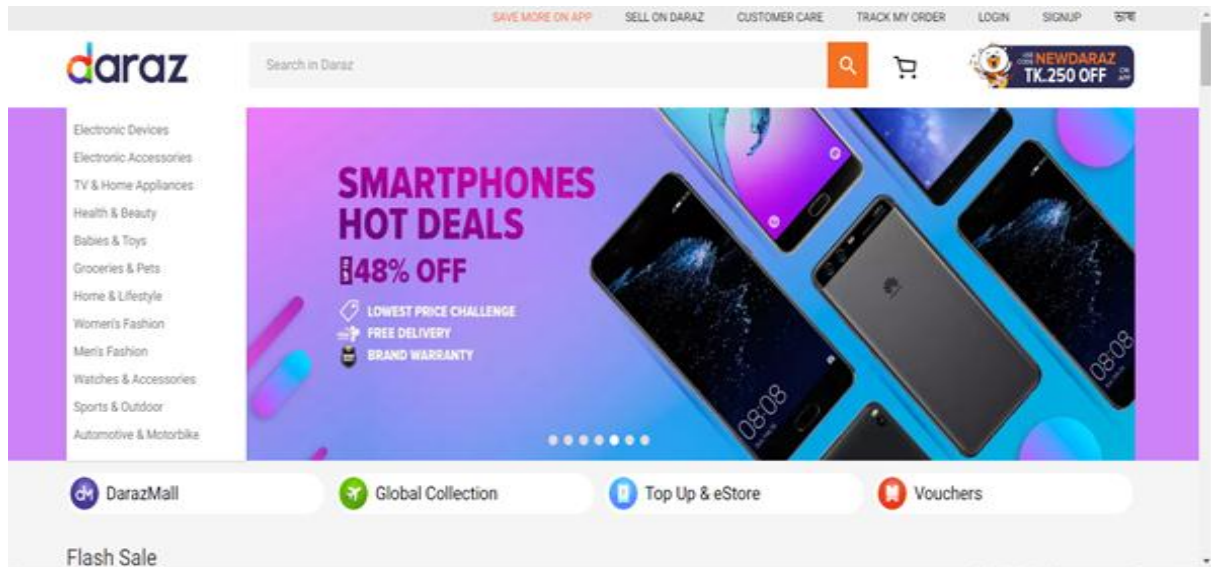
2.8 DARAZ.COM.BD: The Leading Online Market Place in Bangladesh

In our creating monetary arrangement of Bangladesh, individuals are progressively proposed to go for options of solace and are considerably less required about cost while buying. Individuals getting progressively centered around different undertakings these days, thus, they scan for less troublesome, reliable and relevant web based buying alternatives in which they can shop at whatever point as online shops are open day in and day out. Along these lines, the capacity commercial center for present day on-line obtaining venture in Bangladesh currently arranged to get the likelihood, anyway the inquiry is if the market likewise outfitted to take inside the contributions. By the main overview it is obviously been imagined that

Daraz Bangladesh is one of the main web based shopping sites favored by the Bangladeshi shopper.

2.9 Place

As Daraz is an online shop, the buy occurs on through site. Along these lines, for this situation the spot of the deal is the site/virtual commercial center. Link: <https://www.daraz.com.bd>



2.10 Physical Evidence

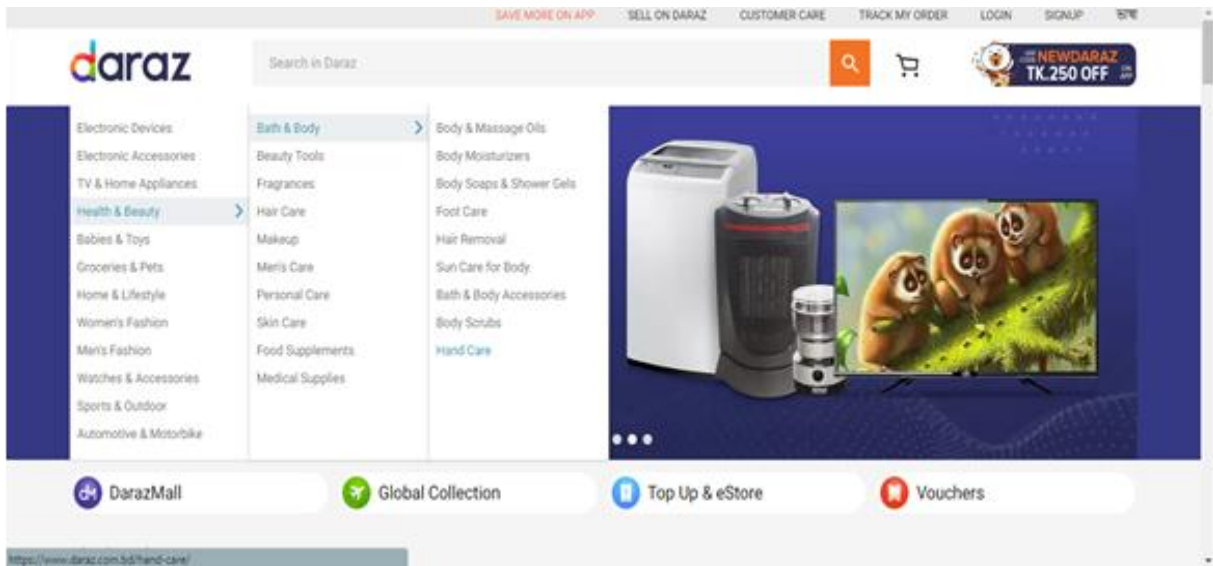
They do not have a physical shop. But the brands which consumers can purchase through the website are as follows:

- Bata
- Yellow
- Apex
- Samsung
- Huawei
- Miyoko
- Shimizu
- Sony
- Dorjibari
- Beauty Bazar

- Pearl
- Time zone
- RB
- P&G
- Microsoft (Lumia)
- LG
- Redmi
- Noir
- Walton
- O2
- Occult
- Sports World

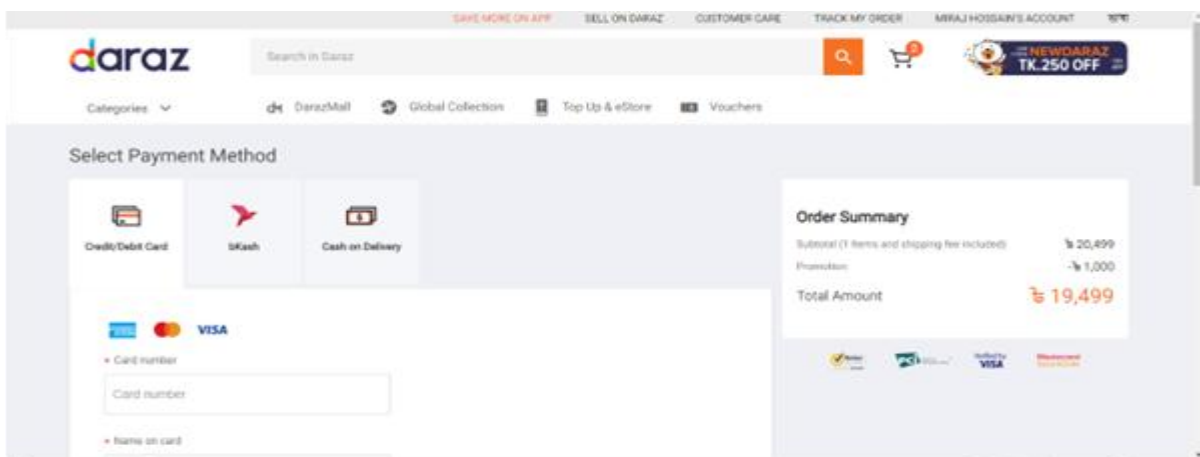
2.11 Categories

The Daraz Bangladesh site comprise 12 classifications and each classification got sub-classifications which help the buyer to scan for their ideal item and administrations. The classes are Women's Fashion, Men's Fashion, Phones and Tablets, TVs Audio and Cameras, Computing and Gaming, Appliances, Home and Living, Sports and Travel, Beauty and Health, Baby Kids and Toys, Grocer's Shop and different classifications. In the underlying stage the site concentrates more on the style part as the prime concern was to make the purchaser feel great about obtaining design things on the web. Steadily when the site created and picked up trust the site attempted to catch every single classification. In the present time individuals favor buying items online as well as they usually like administrations too and due to this up and coming pattern Daraz Bangladesh has presented Tours and Travel division. In this class there will be rundown of inns, resorts and travel offices who will give the best bundles and arrangements to Daraz purchasers.



2.12 Payment Method

One of the primary worries of the vender and the principle issue that one-individual face while procuring a merchant is the installment technique. Daraz Bangladesh give 30days installment strategy. When the item gets sold the vender will get the installment of that request following 30 days through their bank installment framework. In spite of the fact that in Tours and travel area installment can be made inside 7 or 14 days. When we are gaining a brand or a known organization, we give some additional benefit to them. We do the business flawlessly we give security check to the vender as a security.



2.13 Vision and Mission

Mission: The organization's central goal is to turn into world's biggest web based business stage outside USA and China. The organization recognizes new plans of action, undiscovered markets and business people. Sustain them and attempt to set up the business.

Vision: Their vision is to catch the most extreme offer of purchaser web based shopping use in the market. **Objective:** they will likely give the best item in the best cost. Additionally, to present most recent items in the market for the clients.

2.14 Company Objective

- Daraz Bangladesh have very strong managerial group and creating a friendly atmosphere among each other to achieve the company objectives.
- Daraz Bangladesh supports the national earning & solving unemployment problem, the objective of Daraz Bangladesh ltd. is human resource development for efficient management of E-commerce sector giving priority requirement of quality & in time shipment.
- Political instability & illiterate work force creates a major barriers which is a challenge for the company.

2.15 Daraz Bangladesh Ltd. at a glance

Company name- Daraz Bangladesh Ltd.

Office location(Head Quarter)-

Address:Tazwar Center,House No:34,Road No:19/1, Block, Banani,Dhaka-1213

Phone: 16492 (Help line)

Email:www.Daraz.com.bd

Dhanmondi Hub:

Address: House:8,Road-7/A,Dhanmondi,Dhaka- 1213

Phone: 16492 (Careline Number)

Email:www.Daraz.com.bd

Senior Manager: Farhana Rafiquzzaman

Manager: Rahedul Islam (Issue Resolution)

2.16 Job Announcement & Sourcing

1. Recruitment begins with identifying hiring needs:

- The HR team and department heads decide how many and what kind of roles are needed (e.g., delivery agents, drivers, corporate positions).
- Job openings are **advertised publicly**, often on:
 - Daraz’s official careers page (daraz.com.bd)
 - Job portals (Bdjobs, Chakrir.com, etc.)
 - Social media platforms
- For blue-collar roles (like delivery), Daraz sometimes uses platforms like Kormo or direct community job postings.

2. Application Submission

Applicants submit their details online

- Fill in basic personal and contact information (name, address, mobile number).
[Djugeralo](#)
- Upload supporting documents: NID, educational certificates, CV/resume, photo, etc.
[Djugeralo](#)
- For delivery-related roles, experience with driving and basic tech skills may be highlighted.

3. Initial Screening

HR screens all received applications to shortlist eligible candidates:

- Eligibility checks: education, age, minimum qualifications.
- Screening may also include verifying document authenticity (NID, certificates).

This stage filters out applications that don’t meet essential criteria.

4. Assessment Tests (for certain programs/roles)

For structured leadership or corporate hiring processes, there may be **online assessments**:

- Cognitive ability or aptitude tests
 - Personality or job-fit assessments
- In programs like the **Daraz Future Leadership Program (DFLP)**, candidates go through pre-assessment tests before progressing. blog.daraz.com.bd

5. Interviews

Selected candidates are invited for interviews:

- **Panel or structured interviews** with HR and departmental managers
- Behavioral, situational, and competency-based questions assess job performance potential and cultural fit.
- For frontline roles, interviews may be shorter and focus on practical capabilities (e.g., driving skills, communication).

6. Background & Reference Checks

Before making an offer, Daraz conducts verification steps:

- Check past employment, educational background, and identity validation.
- For some positions, a background check (criminal or reference check) may be part of the process.

This ensures candidates are truthful and suitable.

7. Job Offer & Onboarding

Once a candidate successfully passes all stages:

- HR **extends a job offer** with terms of employment (salary, role, joining date).
- After acceptance, the candidate is brought through **onboarding**, including:
 - Document submission
 - Orientation about company policies and job responsibilities
 - Training as needed (especially for specific job functions like delivery operations).

Special Notes by Role Type

Blue-Collar / Delivery Staff

- Often simpler and faster selection.
- Emphasis on basic eligibility, driving ability, reliability, and basic tech (for app use).

Management / Corporate Tracks

- More formal assessments and multi-layer interviews.
- Programs such as **DFLP (Future Leadership Program)** include case studies and assessment centers to gauge leadership potential. blog.daraz.com.bd

Summary of Key Steps

1. **Recruitment Planning & Job Posting**
2. **Application Submission (often online)**
3. **Initial Screening of Applications**
4. **Assessments (for some corporate programs)**
5. **Interviews (HR + Hiring Managers)**
6. **Background/Reference Verification**
7. **Job Offer & Onboarding**

2.17 Job Description

The Job Description of Internship consisted of the following details :

Tenure of Employment: I was employed as an Onsite Intern of the company for the duration of three months.

Working Hours: Sunday to Thursday: 9.00 am – 6.00 pm Friday and Saturday off

Remuneration: The company paid a BDT 8,000 monthly during the Internship period. After finishing internship period salary increased.

Work Station: House-8, road-7/A, Daraz Bangladesh Ltd. Chowkbazar, Dhaka-1211.

CHAPTER: 3

Internship Responsibilities in Daraz Bangladesh Ltd.

3.1 Internship Responsibilities at Daraz Bangladesh Ltd.

Support Daily Operations

- Assist in *day-to-day operations* of your assigned team or department (e.g., Commercial, IT, Procurement, Finance).
- Help with operational tasks like data entry, documentation, and organization of schedules.

Research & Reporting

- Conduct *market research, competitor analysis*, or industry trend studies.
- Compile findings into reports or presentations for team discussion.

Project & Campaign Support

- Support internal projects and large e-commerce campaigns (e.g., Daraz's 11.11 sale events)
- Participate in team meetings, planning sessions, and training workshops.

Communication & Coordination

- Communicate with internal stakeholders (team members/managers) and sometimes external partners (sellers/vendors).
- Assist in stakeholder or seller engagement and issue follow-up.

Documentation & Administrative Support

- Maintain documentation, including reports, spreadsheets, logs, and process notes.
- Provide administrative assistance such as arranging meetings, organizing files, and

Department-Specific Examples

Commercial / Business Development

- Conduct background research on competitors and market trends.
- Provide logistic and organizational support to team activities.
- Support seller communications and maintain stakeholder relationships.

Seller Engagement Intern

- Proactively reach out to sellers to educate or enroll them in campaigns.
- Track seller engagement and performance feedback.

Procurement Intern

(from an internship report detailing tasks in the procurement team):

- Visit markets to identify and engage vendors.
- Monitor delivery quality and timelines.
- Maintain procurement records and prepare comparative analysis.

Legal Intern

- Conduct legal research and draft or review contracts.
- Support compliance monitoring and prepare case documentation.

Skills & Tools You'll Use

Most Daraz internships expect interns to use.

- ✓ Microsoft Office (Excel, Word, PowerPoint)
- ✓ Google Workspace (Docs, Sheets, Slides)
- ✓ Communication tools (email, team platforms)
- ✓ Basic analytical and problem-solving skills

Soft Skills Often Required

- Strong **communication** and teamwork skills.
- Ability to **adapt to fast-paced environments**.
- Time management and **prioritization** skills.
- Proactive attitude and **critical thinking**.

CHAPTER: FOUR
ANALYSIS & FINDINGS

4.1 Overview of Recruitment and Selection Practices in Bangladesh

Recruitment and selection in Bangladesh have evolved significantly over the past decade, especially in private and service-oriented organizations. Companies increasingly rely on digital platforms, online job portals, and social media to attract potential candidates. Despite these advancements, challenges such as skill shortages, high employee turnover, and delays in hiring decisions remain common. In the e-commerce sector, where operational efficiency and technological expertise are critical, these challenges are even more prominent.

Daraz Bangladesh Ltd., operating in a fast-growing and highly competitive market, follows a structured recruitment and selection process to meet its expanding workforce needs. The company's practices reflect both traditional HR methods and modern recruitment approaches commonly used in Bangladesh.

4.2 Recruitment Process at Daraz Bangladesh Ltd.

4.2.1 Sources of Recruitment

The analysis reveals that Daraz Bangladesh uses both internal and external sources of recruitment:

Internal sources include employee promotions, transfers, and internal job postings, which help motivate existing employees and reduce recruitment costs.

External sources include online job portals (such as Bdjobs.com), LinkedIn, company career pages, employee referrals, campus recruitment, and recruitment agencies.

Among these, online job portals and employee referrals are the most effective sources in terms of candidate quality and hiring speed.

4.3 Selection Process at Daraz Bangladesh Ltd.

The selection process at Daraz Bangladesh follows multiple stages to ensure the right candidate is selected for the right position. The typical stages include:

CV Screening – Shortlisting candidates based on education, experience, and skill relevance.

Written or Technical Assessment – Used mainly for technical, analytical, and operational roles.

Interview Process – Usually conducted in two or more rounds, including HR interviews and departmental interviews.

Final Selection and Offer Letter – Approval by senior management followed by job offer issuance.

The findings indicate that the interview process plays the most crucial role in final hiring decisions.

4.4 Gaps in Daraz Bangladesh's Recruitment & Selection Process

1. Focus on Minimum Qualifications Rather Than Best Fit

The process tends to emphasize only minimum required qualifications instead of thoroughly identifying the best candidates with the right skills and potential. This can lead to mismatches between job requirements and hires.

2. Long Duration and Procedural Inefficiencies

There is lack of efficient infrastructure and streamlined procedures for hiring, resulting in longer times to recruit and select candidates. This delays onboarding and affects operational readiness.

3. Skill Shortage and Talent Attraction Challenges

Daraz may face a shortage of candidates with needed modern or technical skills, possibly due to inadequate recruitment marketing or employer branding. Related to this, there's insufficient pipeline strategies to attract highly skilled applicants.

4. Incomplete Planning for Diversity & Inclusivity

Some reports suggest biases in hiring practices that can result in underrepresentation of certain groups or backgrounds, reducing workforce diversity and inclusiveness.

5. Lack of Proactive Candidate Engagement

The recruitment process may lack ongoing engagement with candidates, leading to poor candidate experience and potential loss of desirable hires before selection. This is a general gap in many fast-growing e-commerce HR environments.

4.5 Limitations in the Recruitment & Selection System

1. Weak Recruitment Infrastructure

The current system may be too manual, poorly standardized, or lacking automation, making resume screening, interviewing, and shortlisting inefficient. This causes delays and inconsistency across positions.

2. Limited HR Capacity

Daraz may have insufficient HR personnel dedicated to recruitment, which means high workload and resource limitations for attracting and evaluating candidates.

3. Inconsistent Selection Standards

Without strong competency frameworks, selection criteria can vary by department. This leads to inconsistent hiring quality and perceptions of unfairness. ✧ (General HR insight, but common in similar contexts)

4. Technical Skill Assessment Weaknesses

The selection process may lack robust skill assessments or competency tests, especially for specialized roles (e.g., technology or data roles), relying instead on basic screening. ✧ (Inferred from gaps in qualification-focused hiring)

5. Limited Employer Branding & Talent Pipeline

Daraz may not have strong ongoing employer branding or partnerships with universities/industry bodies to build a consistent pipeline of qualified applicants. This affects long-term talent acquisition.

6. Low Use of Data & HR Analytics

There is likely minimal use of data analytics in screening or forecasting recruitment needs, which reduces HR's ability to make evidence-based hiring decisions. ✧ (General e-recruitment gap prevalent in many emerging HR systems)

4.6 Findings

A Balanced Mix of Recruitment Sources

The analysis shows that Daraz Bangladesh Ltd. applies a balanced mix of internal and external recruitment sources. Internally, promotion, transfer, and rehiring of experienced or retired staff remain cost-effective approaches that also support retention and motivation. Reliance on previous applicants demonstrates the company's intent to build a long-term talent pool, ensuring efficient hiring when new roles emerge. Externally, Daraz Bangladesh has multiple channels: job advertisements in online platforms (e.g., Bdjobs, LinkedIn, company website), campus recruitment for fresh graduates, and participation in job fairs and

exhibitions. These practices reflect a clear attempt to tap into diverse labor pools—ranging from young talent with modern skills to experienced professionals familiar with Bangladesh’s e-commerce market. However, the findings suggest that external sources are more frequently emphasized because of the company’s expansion needs and the competitive employment and management’s roles. This broad sourcing strategy strengthens Daraz Bangladesh Ltd. capacity to attract qualified candidates while maintaining flexibility to fill urgent vacancies.

Process Aligned with the Bangladesh Labor Law

Daraz Bangladesh Ltd. recruitment process is structured and sequential, reflecting both global best practices and adaptation to the Bangladeshi labor market. The process begins with identification of vacancies and creation of job descriptions, which ensures clarity of roles and expectations. Vacancies are then advertised primarily through online portals and company media, which expands the reach of applications. The shortlisting phase demonstrates a focus on aligning candidate qualifications with job specifications, while technical and written assessments (where required) introduce an objective evaluation element. The interview stage allows assessment of cultural fit, interpersonal skills, and professional attitude. Importantly, reference checks are consistently performed to validate prior work experience, reducing risks of mis-hiring. Finally, the offer and onboarding stages highlight a strong commitment to integrating employees into organizational culture, with structured orientation and training. Overall, the process reflects an attempt to balance efficiency, fairness, and strategic alignment, though it remains heavily reliant on traditional screening methods rather than data-driven or technology-assisted assessments.

Value-driven Recruitment and Selection

The findings indicate that both internal and external factors shape recruitment outcomes at Daraz Bangladesh Ltd. Internally, the company emphasizes alignment with organizational culture and values, especially in management and marketing, where seller and customer-facing interactions represent the company’s brand. Its growth stage as an expanding distributor drives constant hiring needs, making recruitment a high-priority activity. Externally, employer branding as Daraz Bangladesh Ltd. distributor strengthens its attractiveness to applicants, offering stability and prestige. Yet, labor market supply-demand imbalances, especially in skilled sales personnel, pose challenges that force the company to remain competitive in salary and benefits. Daraz Bangladesh Ltd. adoption of technological solutions (job portals, websites, digital communication) enhances recruitment reach, though more advanced tools such as AI-driven assessments remain underutilized. Furthermore, competitor practices create constant pressure to maintain appealing recruitment strategies, while legal and socio-cultural factors in Bangladesh require compliance with labor law and sensitivity to workplace diversity. These combined factors highlight the company’s adaptive approach to securing talent while navigating structural constraints in the Bangladeshi e-commerce market.

CHAPTER: 5
RECOMMENDATIONS & CONCLUSION

5.1 Recommendations

Strengthen Employer Branding for Competitive Advantage

Daraz Bangladesh Ltd. reputation already a strategic asset, but findings show employer branding could be developed further to differentiate it from other e-commerce sector in Bangladesh. To achieve this:

- Promote career pathways (e.g., Hub executive → territory manager → Department head) in job postings and campus talks. This signals long-term growth potential.
- Highlight success stories of employees who advanced within the company, showcasing upward mobility and job security.
- Build a digital employer brand using social media platforms like Facebook, LinkedIn, and Instagram to target younger applicants. Research on Bangladeshi banks and retail firms shows that strong brand visibility directly influences candidate attraction and acceptance.

Expected outcome: A stronger employer brand will attract higher-quality candidates, shorten time-to-hire, and improve candidate fit.

Expand Campus and Early-Career Recruitment

Findings indicate that Daraz Bangladesh Ltd. hr department campus recruitment but not at a systematic scale. As demand for digitally skilled and customer-oriented employees grows, developing structured partnerships with universities and polytechnic institutes is essential.

- Sign MoUs with top universities (e.g., Dhaka University, BRAC University, BUET for technical roles, and private polytechnics for mid-level sales).
- Offer internships, trainee programs, and workshops that double as pipelines for entry-level recruitment.
- Introduce competency-based evaluations for graduates, such as role-play sales scenarios or problem-solving tasks relevant to distribution.

Expected outcome: A steady pipeline of fresh talent, lower recruitment costs, and a culture of innovation fueled by young employees.

Introduce Competency Mapping and Structured Assessments

The current process emphasizes job descriptions and basic technical/written tests, but lacks deeper competency-based assessment. To improve predictive validity:

- Develop a competency framework for critical roles (sales, warehouse, logistics, marketing). For example, sales roles may require customer orientation, persuasion, resilience, and numeric accuracy.

- Use structured interviews with behavioral anchors to ensure fairness and comparability across branches.
- Design work-sample tests or situational judgment tests (SJTs) that reflect real distribution challenges (e.g., solving a stock-out at a retail counter, handling warranty disputes, optimizing delivery routes).

Expected outcome: Better alignment between candidate capabilities and job requirements, reducing turnover and boosting early performance.

Adopt Technology-Enabled Recruitment (E-HRM and AI Tools)

Findings show Daraz Bangladesh Ltd. hr department Bdjobs and its own website but has yet to leverage advanced technologies. Given the company's scale and continuous hiring needs:

- Invest in an Applicant Tracking System (ATS) to centralize job postings, automate shortlisting, and maintain a talent database.
- Pilot AI-driven CV parsing and pre-employment screening to reduce manual workload and minimize bias in first-stage filtering.
- Use gamified online assessments for reasoning and customer-service skills, which studies show improve candidate engagement without compromising validity.

Enhance Reference Checking and Background Verification

Currently, Daraz Bangladesh Ltd. verifies references before making offers. To strengthen this step:

- Use standardized reference-check templates that assess reliability, performance, and ethical behavior in measurable terms.
- For roles handling cash or inventory, include third-party verification of criminal records, credit history, and previous employment, in line with Bangladeshi labor law.
- Create a database of trusted past employees and applicants for quick rehiring in case of urgent vacancies.

Improve Onboarding and Early Retention Strategies

Onboarding is currently focused on introductions and basic training, but findings show a need for more structured early retention practices:

- Implement a 30-60-90 day onboarding plan, including role-specific training modules, mentorship, and performance checkpoints.
- Track first-90-day turnover as a KPI for recruitment quality.

Expected outcome: Faster ramp-up, higher employee engagement, and lower early attrition, which directly improves productivity and reduces recruitment costs.

Align Recruitment with Growth Strategy

Daraz Bangladesh Ltd. continuous expansion requires forward-looking workforce planning:

- Establish a quarterly workforce forecast based on new hub openings, management growth targets, and seasonal peaks.
- Align recruitment campaigns with policy windows in Bangladesh’s labor market (e.g., after public service exam cycles when more candidates pivot to private jobs).

Ensure Legal Compliance and Diversity

Bangladesh’s labor law requires compliance with equal opportunity, wage standards, and worker rights. To strengthen this:

- Develop a diversity and inclusion policy, particularly for women in sales and management roles, since evidence shows female participation improves customer engagement.
- Standardize employment contracts and ensure they comply with all statutory obligations (wages, benefits, working hours).
- Provide training for HR staff on labor compliance and cultural sensitivity.

Expected outcome: A legally sound recruitment process that builds trust, minimizes disputes, and strengthens Daraz Bangladesh Ltd. reputation as a fair employer.

Summary of Recommendations

To ensure recruitment and selection contribute directly to company growth in Bangladesh, Daraz should:

1. Leverage its employer brand to attract high-quality candidates.
2. Build a structured campus and early-career pipeline.
3. Implement competency-based and structured assessments for critical roles.
4. Adopt technology and AI to enhance efficiency and reach.
5. Strengthen reference and verification systems for reliability.
6. Improve onboarding and early retention to secure productivity.
7. Align hiring with growth forecasts and labor-market trends.
8. Embed legal compliance and diversity in HR practices.

Together, these measures will transform Daraz Bangladesh Ltd. recruitment process into a strategic driver of sustainable growth, ensuring the company not only fills vacancies but also builds a resilient, high-performing workforce across Bangladesh

5.2 Conclusion

Last however not the least we can reach this determination that Daraz has a great deal of offers right now as there is no better options. Yet, when there will be a superior option there is a high shot that clients will switch and their deals will be diminished. The purpose for that is a large portion of the clients are disappointed with Daraz's execution. Numerous clients don't think that its dependable or trust commendable. There motivation to shop again from Daraz are not very many and inconsequential. In this way, ample opportunity has already past for Daraz to improve their administration contributions and make a faithful client base. So that if a major organization chooses to begin their task in Bangladesh, for example, Amazon, Daraz will have its devoted client base. This market is quickly developing and eccentric is constantly more shrewd to plan for the long run and assemble a solid, solid brand picture in clients mind. The breaking point of advancement in any segment of an association is essentially up to the sky as there is dependably opportunity to get better for each division constantly. In any case, to prop up with the flood of advancement one needs to benefit all conceivable open door accessible immediately. It's decent to realize that the organization has effectively settled itself of high notoriety with a client profile that incorporates the absolute best names in the business. Daraz Bangladesh is a commonly Asian provider with expanded client contacts, community oriented working strategy. This is an idealistic trace of future extension of Human Resource and Production Department. From the investigation it is additionally obvious to us about the items which are utilized by these clients. Thus, I feel pleased and sure to state that the entry level position I have experienced with Daraz Bangladesh Ltd. With their Human Resource Department has upgraded my insight, both hypothetical and functional and made my training completer and progressively down to earth.

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5.4 Appendix

