

Thesis Paper
on
Recruitment and Selection Process: A Case Study on Abul Khair
Group

Submitted by:

Mydul Islam
ID- MBA2402032020
Program: MBA

Major: Human Resource Management
Semester: Fall-2025

Submitted to:

Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Submitted for the partial Fulfillment of the
Degree of Masters of Business Administration



Date of Submission: January 03, 2026

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Supervised to:

Natasha Shikder
Lecturer

Department of Business Administration
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Date of Submission: January 03, 2026

Letter of Transmittal

Date: 03 January, 2026

Natasha Shikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of Thesis Paper.

Dear Madam,

I am very pleased to submit you of my thesis on report contains “**Recruitment and Selection Process: A Case Study on Abul Khair Group**” which was assigned to me as a requirement for the completion of the MBA Program. I have discovered this paper very interesting, beneficial, and insightful. The entire report is based on my practical experience in **Abul Khair Group**. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank you very much for your guidance and cooperation during the course without which this thesis paper cannot be completed. Moreover, if you have any further inquiries concerning any Additional information, I would be very pleased to clarify that.

Sincerely,

.....
Mydul Islam

ID - MBA2402032020

Semester: Fall - 2025

Program: MBA

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

I am **Mydul Islam**, a student of Master of Business Administration, ID No. MBA2402032020 from Sonargaon University (SU) would like to solemnly declare here this thesis paper on “**Recruitment and Selection Process: A Case Study on Abul Khair Group**” has been authentically prepared by me. While preparing this thesis Paper, I didn't breach any copyright act internationally. I am further declaring that I didn't submit this thesis Paper anywhere for awarding any degree, diploma or certificate.

Sincerely,

.....
Mydul Islam
ID No. MBA2402032020
Semester: Fall-2025
Program: MBA
Department of Business Administration
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Letter of Authorization

Certified this thesis paper titled “**Recruitment and Selection Process: A Case Study on Abul Khair Group.**” is the bona fide work of Md. Sabbir Rahman who carried out the research under my supervision. Certified further that in the best of my knowledge the work reported herein does not from part of any other thesis Paper or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

.....
Natasha Shikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

I would like to thank almighty Allah for giving me the opportunity to complete my term paper. I also want to thank all the people who have given their support and assistance and extremely grateful to all of them for the completion of the report successfully. Sonargaon university and Abul Khair Group Bangladesh both provided me with enormous support and guidance for my report to be completed successfully.

I would also like to thank my thesis supervisor **Natasha Shikder**, for her kind concern, valuable time, advice and constant guideline in preparing the report.

My profound gratitude goes to **Fazle Rabbi**, Country Head of Abul Khair Group for his generous support, time, and encouragement. His clear and thoughtful guidance, along with his practical insights into Abul Khair Group, greatly enriched the content and depth of this report.

I would like to thank **MD. Hasanur Rahman** “Head of HR” and **Mrs. Munmun Huda** “Manager, HR” of Abul Khair Group for their support in preparing the thesis report & providing me relevant data for the report.

I would like to express my foremost gratitude to other officials of Abul Khair Group Bangladesh who helped me and gave me their valuable time, providing me with the most relevant information on the basis of which I have prepared this report.

Abstract

This thesis report has been prepared on the Selection and Recruitment Process of Abul Khair Group (AKG), one of the largest conglomerates in Bangladesh. The study focuses on understanding how the organization attracts, selects, and retains competent employees in order to meet its business objectives in a highly competitive market. Recruitment and selection are considered the most crucial functions of Human Resource Management, as they directly influence organizational performance, employee satisfaction, and long-term sustainability.

The report begins by highlighting the background, objectives, and importance of the study. The main objective is to analyze the recruitment and selection practices of Abul Khair Group, evaluate their effectiveness, and identify the challenges and gaps in the existing system. Both primary data (collected from interviews and surveys of HR officials and employees) and secondary data (company reports, publications, and academic sources) were used to complete the research.

The company profile section provides a detailed overview of Abul Khair Group, including its history, business units, organizational structure, and human resource practices. As a leading business conglomerate engaged in FMCG, cement, steel, tobacco, dairy, and consumer goods, Abul Khair employs a large workforce, making recruitment and selection a critical strategic function for its success.

The analysis reveals that Abul Khair Group follows a structured recruitment process, involving both internal and external sources. The selection process includes CV screening, written tests, preliminary and final interviews, medical examinations, and reference checks. For key positions, psychometric testing and assessment centers are also used. The HR department ensures that the process remains transparent, competitive, and aligned with organizational goals.

Despite these efforts, some challenges exist. These include lengthy hiring procedures, insufficient use of digital recruitment platforms, and difficulty in attracting highly skilled candidates in specialized sectors. Moreover, employee feedback indicates that although the recruitment process is fair, it could be made more efficient and technology-driven.

The findings suggest that while Abul Khair Group has a strong recruitment and selection framework, it needs to adopt modern HR technologies, employer branding strategies, and talent pipeline development to remain competitive. The study concludes with recommendations, such as implementing e-recruitment platforms, reducing hiring cycle time, providing recruitment training for HR professionals, and benchmarking practices against multinational companies operating in Bangladesh.

In conclusion, this research emphasizes that the effectiveness of recruitment and selection directly impacts the growth of Abul Khair Group. By adopting a more modern, flexible, and employee-centered approach, the organization can enhance its ability to attract and retain top talent, thereby ensuring longterm business success.

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Chapter One

Introduction

1.1 Background of the Study

Successful human resource department makes it possible for the organization to acquire the number and types of people necessary to ensure the continued operation of the organization by the recruitment and selection process. So, it acts an important role in the HR department. As a part of MBA program, my course teacher assigned us to prepare a report on recruitment and selection process in a multinational organization as related topic on Human resource Management course.

1.2 Rational of the study

Going to prepare recruitment and selection process in Abul Khair Group. As a Human Resource Management Graduate, I acquire required knowledge about Abul Khair Group. recruiting and selection process that help us to perceive a common picture about recruiting and selection process in all companies in Bangladesh.

1.3 Objective of the Study

Specific Objective

The report aims to provide information on the procedures of recruitment and selection techniques followed by the Abul Khair Group through HR department.

To Analyze the recruitment and selection Process: To analyze the recruitment and selection processes at Abul Khair Group, including the activities conducted by the selection board, to understand how they help identify skilled talent, foster leadership qualities, build a dynamic workforce, and ensure the selection of the most suitable candidates.

To Explore the recruitment opportunities: To explore recruitment opportunities for university graduates, examining the initiatives undertaken by the company to attract

talented students and the accessibility of such opportunities for young professionals seeking leadership roles.

Primary Objective

To analyze and evaluate the overall recruitment and selection process of Abul Khair Group in order to determine its effectiveness, challenges, and impact on organizational performance, and to suggest possible improvements.

1.4 Scope of the Study

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

1.5 Limitations of the Study

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

Shortage of time

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

Limitation of related with the organization

The employees of Abul Khair Group are too busy of their work. For this, they did not sufficient time to fulfill my queries and some of them neglected us to support.

Difficulty in collecting data

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

Confidential data

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

Abul Khair Group

For making any report most of the data should be taken that reflect actual situation. For i report I have collected various types of primary and secondary data. In a disciplined way I can say that the report input was collected from below Sources-

- Abul Khair Group. official web-site
- Annual Reports
- Prospectus
- Brochures

Primary Sources

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

Report Preview

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

Chapter Two

Literature Review

2.1 Definition of recruitment

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

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

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

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

job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

Price (2007), in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment. He states that the process of recruitment is not a simple selection process, while it needs management decision making and broad planning in order to appoint the most appropriate manpower. There existing competition among business enterprises for recruiting the most potential workers in on the pathway towards creating innovations, with management decision making and employers attempting to hire only the best applicants who would be the best fit for the corporate

culture and ethics specific to the company (Price 2007). This would reflect the fact that the management would particularly shortlist able candidates who are well equipped with the requirements of the position they are applying for, including team work. Since possessing qualities of being a team player would be essential in any management position (Price 2007)

Hiltrop (1996) was successful in demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance. He conducted his research on HR manager and company officials of 319 companies in Europe regarding HR practices and policies of their respective companies and discovered that employment security, training and development programs, recruitment and selection, teamwork, employee participation, and lastly, personnel planning are the most essential practices (Hiltrop 1999). As a matter of fact, the primary role of HR is to develop, control, manage, incite, and achieve the commitment of the employees. The findings of Hiltrop's (1996) work also showed that selectively hiring has a positive impact on organizational performance, and in turn provides a substantial practical insight for executives and officials involved. Furthermore, staffing and selection remains to be an area of substantial interest. With recruitment and selection techniques for efficient hiring decisions, high performing companies are most likely to spend more time in giving training particularly on communication and team-work skills (Hiltrop 1999). Moreover, the finding that there is a positive connection existing between firm performances and training is coherent with the human capital standpoint. Hence, Hiltrop (1996) suggests the managers need to develop HR practices that are more focused on training in order to achieve competitive benefits

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

Work of Bratton & Gold (1999) suggest that organizations are now developing models of the kind of employees they desire to recruit, and to recognize how far applicants correspond to their models by means of reliable and valid techniques of selection. Nonetheless, the researchers have also seen that such models, largely derived from competency frameworks, foster strength in companies by generating the appropriate

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

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

2.2 Factors Influencing Recruiting Effort

a) Size of the Organization

Large organizations usually recruit more candidates than smaller ones. Their vast operations create a continuous demand for talent across departments. Moreover, they generally face fewer difficulties in attracting candidates due to their strong brand image and market presence (Dessler, 2020).

b) Employment Conditions

Employment conditions in the local community significantly affect recruitment. In regions with high unemployment, organizations can attract a large pool of applicants with relative ease. Conversely, in areas with low unemployment or high competition for talent, recruitment becomes more challenging (Mondy & Martocchio, 2016).

c) Effectiveness of Past Recruitment Efforts

An organization's historical success in attracting and retaining high-performing employees determines how frequently recruitment cycles must be repeated. If past recruitment and selection efforts were effective, fewer future recruitments will be necessary. However, if turnover rates are high, recruitment efforts must be intensified (Armstrong & Taylor, 2020).

d) Working Conditions, Salary, and Benefits Package

Compensation and benefits strongly influence both recruitment and retention. Organizations offering competitive salaries, attractive benefit packages, and favorable working conditions experience lower turnover rates, reducing the need for continuous recruitment. On the other hand, poor compensation and working conditions lead to higher employee exits and increased recruitment requirements (Robbins & Judge, 2019).

e) Growth of the Organization

The stage of organizational growth directly affects recruitment needs. A rapidly expanding organization requires a larger workforce to sustain operations, while an organization that is stagnant or in decline may have little or no recruitment needs (Bratton & Gold, 2017).

2.3 Possible Constraints on Recruiting Process

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

a) The image of the organization:

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

b) Attractiveness of job:

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

c) Internal organizational policies:

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

d) Union requirements:

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

e) Government’s Influence:

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

f) Recruiting Cost:

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

2.4 Recruiting Sources

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

Internal Sources

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

(i) Job posting:

Posting notice of job openings on company bulletins boards is an effective internal recruiting method. It informs employees about openings & required qualifications & invites qualified

employees to apply. The notices usually posted on company bulletin boards or electronic bulletin boards or are placed in the company newspaper. Qualifications & other facts are drawn from the job analysis information. The types of candidates may apply here in either of two ways-through (I) Self nomination and (II) Recommendation of a supervisor, employees who are interested in the posted opening report to the HR Department & apply.

(ii) Departing employees:

Departing employees are those who leave the organization because they can no longer work the traditional forty-hour week, child care needs, education or others are the common reasons. If this situation is occurring, then the employer use Buyback. Buyback means when an employee resigns to take another jobs & the original employer rebids the new job offer.

External Sources

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

(i) Advertisement:

When an organization wishes to communicate to the Matador that it has a vacancy advertisement in one of the popular methods used. Want ad describes the job, the benefits and tells those who are interested how to apply. It is the most popular method. It can be placed in the factory gate or widely dispersed. Normally blue color jobs are ad. outside

the plant gate. The higher the position, the more specified the skills, or the shorter supply of rescues in the labor force, the more widely dispersed the advertisement is likely to be. The job analysis information is a major issue of information to place in the advertisement.

(ii) Employee referrals/recommendations:

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

(iii) Employment agencies:

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

a) Bd Jobs:

It is designed both to help job seekers to find suitable employment and to help employers to find

suitable worker with some of fee. The individuals who are applied through Bd-Jobs will get the unemployment benefits. So, it tends to attract & list individuals who are unskilled or have had minimum training.

b) Private agencies:

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

c) Head hunter's/ Management consultant:

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

d) Temporary helps Service:

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

e) School's colleges & universities:

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

f) Professional organizations:

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

g) Employee leasing:

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

2.5 Selection

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

2.6 Testing guideline

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

- Use tests as supplements
- Validate the tests for appropriate jobs
- Analyze all current hiring and promotion standards
- Beware of certain tests
- Use a certified psychologist
- Maintain good test conditions

2.7 Definition of Interview

Interviewing candidate is a potential screening tool that gives an opportunity to make judgment on the candidates' enthusiasm & intelligence & to access subjective aspects of the candidates' facial expression, appearance, nervousness & so forth & to predict future job performance on the basis of the obtained information. Interview gives you a chance to size up the candidate personally and to pursue questioning in a way that test cannot.

2.8 Types of Interviews

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

- **Structured interview:**

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

- **Unstructured interview:**

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

CHAPTER THREE

Organizational Profile

3.1 The corporate objectives of Abul Khair Group

Abul Khair Group is committed to ensuring that all poultry farming systems and feed solutions remain efficient, reliable, and productive. These systems are vital assets in ensuring healthy poultry production, supporting food security, and improving the quality of life for communities. The company also offers a wide range of products that meet every day needs in animal nutrition, farm hygiene, and biosecurity helping farmers raise healthy flocks, ensure sustainable operations, and deliver high-quality poultry products to consumers. Top ten facts

- **Core Focus** – Specializes in producing and supplying high-quality poultry feed and farming solutions.
- **Industry Impact** – Considers poultry and feed as "nutrition power" that contributes to food security and healthier communities.
- **Mission Driven** – Guided by a clear mission to support farmers with reliable poultry and feed solutions for sustainable growth.
- **Diverse Product Range** – Offers products in broiler and layer feed, hatcheries, chick production, and value-added poultry products.
- **Customer-Centric** – Dedicated to improving farmers' productivity, profitability, and overall farming experience.
- **Innovation-Oriented** – Invests in modern farming practices, biosecurity, and feed technology to stay ahead in the poultry industry.
- **Reliable Partner** – Trusted by farmers, poultry growers, and agribusinesses across Bangladesh.
- **Sustainability Focus** – Promotes eco-friendly and sustainable farming practices to protect the environment.
- **Global Outlook** – Aims to expand its poultry and feed footprint beyond local markets with international standards.
- **Quality Assurance** – Committed to maintaining the highest standards in feed production, hatchery management, and poultry farming services.

3.2 Code of business principles Standard of conduct

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

Obeying the law

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

Employees

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

Consumers

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

Shareholders

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

Business partners

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

Community involvement

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

Abul Khair Group activities

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

The environment

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

Innovation

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

Competition

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

Business integrity

Abul Khair Group does not give or receive, whether directly or indirectly, bribes or other

improper advantages for business or financial gain. No employee may offer, give or receive any gift or payment which is, or may be construed as being, a bribe. Any demand for, or offer of, a bribe must be rejected immediately and reported to management. Abul Khair Group accounting records and supporting documents must accurately describe and reflect the nature of the underlying transactions. No undisclosed or unrecorded account, fund or asset will be established or maintained.

Conflicts of interests

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

Compliance - monitoring - reporting

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

3.3 The corporate objectives of Abul Khair Group

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

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

Abul Khair Group long-term success requires a total commitment to exceptional standards of performance and productivity, to working together effectively, and to a willingness to

embrace new ideas and learn continuously.

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

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

3.4 Beliefs and values of Abul Khair Group Abul Khair Group beliefs

Abul Khair Group believes that “Hard work builds success.” Not surprisingly, they are looking for people who are not afraid to get their hands dirty in the field of farming and poultry production.

All the brands under Abul Khair Group have a strong connection with farmers and consumers. Among others, Abul Khair Group Broiler Feed builds confidence among poultry farmers with healthy flock growth, Abul Khair Group Layer Feed represents consistent performance in egg production, and Abul Khair Group Chick Care encourages new farmers to explore better farming practices with trust and reliability.

They believe in these insights wholeheartedly. They believe that the people who work with them are confident in their farming capabilities, believe in nothing less than top performance, and of course, are not afraid to work hard to achieve their goals.

3.5 Abul Khair Group values

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

Passion to win

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

Business focus

I never lose sight of the needs of consumers and customers. You understand how they

are affected by trends and use this knowledge to create value.

Intellectual skills

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

People skills

My leadership style inspires others to raise their standards and achieve ambitious goals. I'm adept at influencing and gaining support from colleagues. You're keen to understand others and are an effective team player, with a commitment to team objectives rather than my own interests.

Integrity

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

Working with Abul Khair Group

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

People first

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

3.6 Major operational Department of Abul Khair Group

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

- Career in Brands & Development
- Careers in Supply Chain management
- Career in Human Resources
- Career in Finance
- Career in Information Technology
- Careers in Customer Management

3.7 Career in Brands & Development

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

Career in Brands

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

Building the brand

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

Understand consumer trends

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

An exciting interaction with consumers

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

Abul Khair Group Development team explores new ideas by gaining consumer insight, leading research and idea generation and working on product design (processing and packaging). They are responsible for developing cost effective formulations and packaging for the products and developing and improving the processes involved in their manufacture.

Brand Managers through activation, communication and promotional activities help to fulfill consumer needs through the brands.

For Brands and Development functions, one needs to have:

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

3.8 Careers in Supply Chain management

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

The key strategic driver

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

Efficiency and outstanding service

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

New technologies

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

Cost effective quality products

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

Constantly challenging & exciting

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

For Supply Chain you need the following skills:

- A high level of numeric proficiency and strong analytical ability
- Strong Negotiation skills

- Relationship and alliance management skills
- An entrepreneurial approach to the innovation and cost saving opportunities in supply markets
- The ability to work with other business cultures, and to organize effective links between them and their business

3.9 Career in Human Resources

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

Strategic business partners

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

Fostering leadership & growth

In Human Resources, one is the anchor for building organizational capability, values and beliefs. You will be responsible for fostering leadership and growth in the organization. To do this you need:

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

3.10 Career in Finance

Finance in Abul Khair Group. is about being "Partners in Value Creation": it's about

seizing opportunities to create value and working with their business teams to set and deliver aggressive targets.

Improving overall company performance

Over time you will acquire tremendous breadth and depth in finance skills and business experience. You'll gain a thorough grounding in their company, becoming familiar with its processes, operations and risks and helping improve overall performance. From there the opportunities are diverse, ranging from positions in Controlling and Internal Audit to Treasury and Management or Financial Accounting.

Overview of business processes

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

For Financial management you need:

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

3.11 Career in Information Technology

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

Innovative Technology

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

If you're interested in working on a huge range of projects, a career in IT at Abul Khair

Group could be for you. You could be part of a team developing new ways for us to work with other organizations, exploring new marketplaces, enhancing their connectivity with their distributors across the country and creating electronic exchanges. You could be on a project team in partnership with a major retailer, developing a It-enabled tool for promotions planning. You could even be part of the teams managing their own technology infrastructure.

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

For information technology you need

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

3.12 Career in Customer Management

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

Brands that meet people's needs

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

Relationship marketing

Increasing competition and the advent of modern trade has compelled customer management to shift from "Traditional Sales" to "Trade Marketing". With more trade

sophistication, the role of Customer Management is evolving into Relationship Marketing where Channel Development, Merchandising, and Distributor Development play a crucial part in keeping the company ahead of competition and in outpacing market change.

For customer management one needs:

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

3.13 Abul Khair Group at a glance

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

Type of business

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

Operations

Poultry and Feed sales service

Product categories

- Feed units in integrated poultry farms provide complete solutions for nutrition and health management. This includes:
 - Turnkey solutions for broiler, layer, and breeder units
 - Poultry housing systems, including environmentally controlled sheds
 - Vaccination, biosecurity, and disease prevention protocols

- Full slaughtering, processing, and packaging systems
- Feed mills with customized formulation options
- Farm management software for performance tracking and traceability
- Waste management systems for manure and by-products

Poultry Product Categories

- Automated feeding & watering systems
- Feed additives and premixes
- Incubation and hatchery equipment
- Veterinary and nutritional supplements
- Egg grading and packing systems
- Farm ventilation and climate control systems

Employees

Abul Khair Group, a leading poultry and animal feed production company in Bangladesh, employs over 10,000 people both directly and through its trusted network of farmers, suppliers, distributors, and service providers. 99.5% of its workforce consists of local Bangladeshi nationals, reflecting Abul Khair Group 's strong commitment to developing local talent across the poultry and feed supply chain.

Additionally, a comparable number of Bangladeshi professionals are employed as expatriates in Abul Khair Group 's affiliated companies abroad, contributing to its international poultry operations and knowledge exchange.

To maintain its leadership in the poultry and feed industry, Abul Khair Group is focused on attracting top graduates for its leadership and technical development programs. This report highlights recruitment opportunities available for university students and provides insights into how they can begin a meaningful career in the fast-growing poultry and feed sector with Abul Khair Group.

Chapter Four

Recruitment and Selection process in Abul Khair Group

4.1 Recruitment Process in Abul Khair Group.

4.1.1 Recruiters' qualification

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

In large organizations like Abul Khair Group, which operates extensively in the poultry and feed sales and service sector across Bangladesh, recruitment responsibilities are shared between line managers and specialist recruiters. These specialists are tasked with sourcing and attracting the right candidates, particularly for technical and analytical roles, and are commonly referred to as recruiters.

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

1. Fresh Graduates as Knowledge Workers

- These are typically recruited for roles that demand analytical thinking, management skills, and technical understanding.
- Business graduates from reputed universities both domestic and international are preferred for their adaptability and modern knowledge base.
- This is one of the most prominent recruitment areas for Abul Khair Group, forming the backbone of its leadership and innovation pipelines.

2. Experienced Specialists for Targeted Roles

- For high-skill, high-impact roles especially in areas like poultry nutrition, farm operations management, and technical feed sales Abul Khair Group Bangladesh Private Limited seeks experienced professionals with a proven track record.

3. Skilled and Labor-Based Workers

- Operational roles, equipment handling, and field service positions are filled with

technically trained or experienced personnel, essential for the company's on-ground performance.

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

- Personnel Planning and Vacancy Announcement
- Nature of the Application Form
- Recruiters' Qualification
- Channels of Recruitment
- Recruitment Constraints and Challenges

4.1.2 Personnel planning and vacancy announcement

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

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

4.1.3 Recruiters' qualification

Recruitment qualification for entry-level employees:

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

Recruitment qualification for labor-based task:

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

4.1.4 Recruitment channel of Abul Khair Group Recruitment channel

- External recruitment channel
- Internal recruitment channel

Normally I know about two types of recruitment channel those are

External recruitment channel

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

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

- Walks- ins and write- ins
- Employee referrals
- Advertising
- Private placement agencies & Professional search firms
- Educational institutions & Professional associates
- International recruitment

i) Walks- ins and write- ins

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

ii) Employee referrals

For lower-level workers, Abul Khair Group follow the employee referrals procedures. This is the procedures when existing employees refer one new and the new is considered to be further judgment. For various daily operations like travelling the product carry and

collecting small market revenue. Abul Khair Group needs trustworthy root level worker. They, so follow here the reference of other employee in the organization so that guarantee“ performs securely.

iii) Advertising

Abul Khair Group next to employee referrals in fact for fresh graduates majorly follow the advertisement procedure for recruiting purposes. They advertise in the reputed English and Bengali National papers. They also use the internet for online application.

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

iv) Private placement agencies & Professional search firms

Abul Khair Group use several privet placement and human resume management assisting firm for their recruitment those are

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

v) Educational institutions & Professional associates

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

vi) International recruitment

Sometimes, especially in importance of cases international recruitment occurs in Abul Khair Group such rare events happen if the candidate stays in abroad or are working in international company on foreign land. Another within the organization recruitment in most senior post occurs with international recruitment process. The process is done

through E- recruitment. Such case occurs in inter sub continental recruitment of Abul Khair Group.

Internal recruitment channel

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

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

Nature of Application form

After getting information, huge applicants apply for Abul Khair Group entry level posts. The posts are designed with different title for different branch of operation like earlier stated 6 departments for operation –

Brands & Development, Supply Chain management, Human Rescues, Finance, Information Technology, Customer Management.

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

In the online there are 2 different forms one for entry levels another for experienced people. A dummy of application form collected from the internet will be produced at the end of the report. They take some help from consumer mark ltd. A human resource management and marketing assisting organization of Bangladesh for their customized needs of recruitment and selection.

4.1.5 Recruitment: Constraints and Challenges

The application forms are produced over internet on online as Ill printed copies to campus

of different institute. For all the levels the form is alike. Interested candidate for different branch will mention the interested field.

In the online there are 2 different forms one for entry levels another for experienced people. A dummy of application form collected from the internet will be produced at the end of the report. They take some help from consumer mark ltd. A human resource management and marketing assisting organization of Bangladesh for their customized needs of recruitment and selection.

Recruiters face such common constraints which are:

a) Biasness

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

b) Recruiter habit

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

c) Competition of talent

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

d) Job requirement

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

4.2 Selection Process in Abul Khair Group

Selection is the process of select the best candidates for the job by using various tools and techniques.

In my country, recruitment and selection process work simultaneously. Those are joined

term as employment function of the organization and this employment function is stated here for Abul Khair Group. Practices.

4.2.1 Reception of application

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

4.2.2 Evaluating reference and biographical data

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

4.2.3 Employment test

This written test measures the candidates

- Analytical ability
- Computation ability
- Verbal skill
- Written skill
- General knowledge

More above 65% marks ensures applicants pass.

4.2.4 Assessing candidate through interview

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

Second phase:

It is the viva with the HR head and operation manager, and trade marketing manager. In this stage individual skill is measured. The question tries to measure out the fitness of the candidate for the post.

Third phase:

In this stage the applicant faces the HRD customer development team (CDT) this phase measures the applicability of the applicants' potential for the jobs. In this stage why the applicant prefers the Abul Khair Group and why it would like to join the expected team. The questions try to measure the passion and the thrill in the employees.

4.2.5 Cognitive ability test

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

4.2.6 Physical ability test

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

4.2.7 Work samples

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

4.2.8 Hiring decision

Finally, every step success ensures an applicant join in the Abul Khair Group family.

Chapter Five

Findings and Analysis

5.1 The types of recruitment in Abul Khair Group Findings:

Abul Khair Group follow three type of recruitment process, which are:

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

Analysis:

The recruitment strategy of Abul Khair Group is diverse and strategic, balancing the need for fresh talent, specialized expertise, and operational workforce. This ensures both innovation and smooth functioning of day-to-day operations.

5.2 The types of selection in Abul Khair Group Findings:

Abul Khair Group follow some selection evaluation test to select the best candidate, which are:

Employment test

- Assessing candidate through interview
- Cognitive ability test
- Physical ability test

Analysis:

By using multiple evaluation methods, Abul Khair Group ensures a comprehensive assessment of candidates. This approach evaluates both mental aptitude and physical capability, helping the company select employees who are technically competent and fit for the role.

5.3 The frequency of recruitment by Abul Khair Group

Findings:

Abul Khair Group accomplish their recruitment process depends on created vacancy. However, I see a common phenomenon that Abul Khair Group arranges recruitment and

selection activities twice a year when students pass from various institutes based on their completion of 6 moth semesters.

Analysis:

The semi-annual recruitment cycle for fresh graduates optimizes cost and time efficiency, while demand-based recruitment for specialists and skilled workers allows the company to adapt to changing workforce needs.

5.4 Responses from the students (Institution) regarding MNC Findings:

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

Analysis:

High interest in MNCs indicates a competitive talent market. Abul Khair Group and similar companies must focus on employer branding, career development opportunities, and competitive benefits to attract and retain top graduates.

Chapter Six

Recommendations and Conclusion

6.1 Recommendations

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

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

6.2 Conclusion

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

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