



BRAC University

Internship Report

A Report on

“Interviewee’s attributes that affect Interviewer’s Satisfaction”.

Submitted to:

Hasan Maksud Chowdhury

Associate Professor
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Submitted by:

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Letter of Transmittal

05th September 2016

To,
Hasan Maksud Chowdhury
Associate Professor
Dept. of Business Studies
BRAC University

Subject: Submission of internship report on “*Interviewee’s Attributes that affect Interviewer’s Satisfaction*”.

Dear Mr. Hasan Maksud Chowdhury,

Here is the internship report you asked me to prepare as a part of requirement for Internship.

After studying this report, you will understand which factors or characteristics are considered by the interviewer and their sequence of importance. You will also get a brief overview about Rohto-Mentholatum Bangladesh Ltd. and their Strengths–Weaknesses, HR Practices, Cosmetics market’s accessibility – opportunities etc.

If you have any kind of query in understanding this report, please ask me. It will be honor for me to provide you services.

Sincerely,

Shazzid Yusuf
Reg. 14164062
Program: Masters in Business Administration
Major: HRM

Certification

Shazzid Yusuf, a student of MBA Program, bearing ID: 14164062 has completed internship report on **“Interviewee’s Attributes that affect Interviewer’s Satisfaction** “as a partial requirement for obtaining MBA degree. I have read the report and found that it meets the standard of MBA internship report. Shazzid Yusuf has completed the report by himself under my supervision.

I wish him all the success in life

Hasan Maksud Chowdhury

Associate Professor
Dept. of Business Studies
BRAC University

Acknowledgement

I specially thank to our faculty for giving me the opportunity to have their vicinity and allowing me to submit an official report on *Interviewee's Attributes that affect Interviewer's Satisfaction*

I also like to thank my honorable instructor for providing me guidelines. And I am very much grateful to the Rohto-Mentholatum Bangladesh Ltd. family for helping me during my internship and providing me a favorable and friendly working environment.

At the end I would like to mention a person whom I will always remember and I am so much thankful for giving me the opportunity to work with Rohto-Mentholatum Bangladesh Ltd. and provided me so many advices and knowledge about the HR field in Bangladesh, is Mr. Shafiqul Islam, AGM, HR & Corporate Planning.

Executive Summary

In current days using cosmetics products has become essential for almost everybody for a certain age ranged people of Bangladesh. Rohto-Mentholatum is a giant organization doing its operation in all over the world. In Bangladesh, it is known as Rohto-Mentholatum Bangladesh Ltd. who offers only three popular brands: OXY, Acnes, and LipIce.

Although they have not able to make their brands famous but they have strong loyal customers, and day by day their brand is becoming more and more popular as a result the volume of sales is increasing. Some of their competitors are Garcia, Himalaya, Nevada, Fair & Lovely etc.

The cosmetics industry of Bangladesh is a very competitive and fast growing market. Where the Potential Entrance of new competitors, Buyers Bargaining Power, Suppliers Bargaining Power, and Threat of Substitute Products all are high.

In Bangladesh the number of unemployed people is high. As a result there is a huge competition in the job market. But the fact is the candidates do not have a clear idea what the interviewer consider during the interview and what they expect from the candidates.

During interview the interviewer consider many factors or specialties of an interviewee. From those I have used only 5 factors – Gesture & Posture, Competency, Communication, Position Relevant Knowledge. Analyzing those specialties by using AHP (Analytic Hierarchy Process) I have ranked the on the basis of their weights:

1) Competency. 2) Communication. 3) Gesture & Posture. 4) Experience. 5) Location.

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Chapter – 1

1.1. Origin of the Report

As part of my MBA program I have prepared this internship report under proper instruction and guidelines provided by my honorable instructor **Hasan Maksud Chowdhury**. As I am working in Rohto-Mentholatum Bangladesh Ltd. as Executive, HR & Operations for about two months and my major is Human Resources Management, I will try to represent the factors which HR personnel consider in an interviewee during interview. All the information provided in this report is collected from both primary sources and secondary sources.

1.2. Objective of the Report

This paper was designed to accomplish three objectives. From my point of view, these issues are very important to represent Rohto-Mentholatum Bangladesh Ltd. and Attributes affect interviewer's satisfaction. Through this study, I tried to attain the following objectives:

- Analyze The Cosmetics industry by using Porter's five forces model
- An overview of Rohto-Mentholatum Bangladesh.
- Rank The Attributes, that affecting interviewer's satisfaction, by using Analytical Hierarchy Process.

1.3. Scope of the Study

In current day's using cosmetics products has become a mandatory commodity product. Previously cosmetics product or beauty products were only used by young female, but now it is used by not only by females of all ages but also by males of all ages. So this report will help me to provide little information about the cosmetics or beauty products industry.

Day by day Human Resources Department is becoming a vital part for the organizations of Bangladesh. Although the HR sector in our country is in growing stage and it has long way to go for maturity. This study will help me to analyze a small part of Human Resources Management sector, where I will be able to find out the qualities that are considered during interview.

1.4. Limitations of the Report

I have faced a number of limitations while preparing this report:

- Due to little time period I could not manage to collect adequate information.
- Most of the information is collected verbally.
- Many of that information are confidential.
- Lack of my knowledge and skill.



- The information collected may get backdated along with time.

1.5. Source of Data

In preparing this report I have collected data from two sources:

- 1) **Primary Source:** The primary source data is collected through interviewing the AGM, HR & Corporate Planning.
- 2) **Secondary Source:** Secondary data is collected through RMB Report and internet.

1.6. Methodology of the Study

I have used Analytical Hierarchy Process (AHP) to rank the Attributes that affect employer's satisfaction and Porter's five forces model to analyze the COSMETICS market.



Chapter – 2

Organizational Overview

2.1. Global Perspective

Rohto Pharmaceutical Co. Ltd. is a multinational fast-moving consumer goods and pharmaceutical corporation headquartered in Ikuno-ku, Osaka, Japan with a presence in North America, Europe and Asia. The company is listed on the stock exchange having posted steady increase in revenue from ¥95,619 million in 2006 to ¥1, 20,292 million in 2011. Skin care contributes to 61.3% of the revenues while Eye Care contributes to 21% of their sales.

2.1.1. Market Segments

Rohto is active in the tree consumer segments of:

- Beauty
- Health (through food supplements)
- Healing (through over-the-counter drugs)

2.1.2. International Presence¹

In 1974, Rohto set its eyes on the Mentholatum Company. In August 1975, it acquired the trademark rights to Mentholatum and began to sell the Mentholatum Ointment and Mentholatum Medicated Lip Stick, which proved to be a financial success as the company's revenue raised up to ¥2.64 billion by April 1981. Rohto pharmaceutical Co. continued to acquire the management rights to the Mentholatum Company Inc in June 1988, thus completing the merge.

Rohto group has established operations in 15 major markets, with marketing/distribution agreements in more than 150 countries globally. They have two production plants in Japan and 6 production plants across US, UK, China, Vietnam, Hong Kong and Indonesia

Rohto entered the Vietnam market in 1997 and set up their manufacturing base to cater to the Asia Pacific market. In mid-2010, Rohto entered the India market and started operations in the liCosmeticsare and skin care segment; with their internationally popular brands LipIce Sheer color and Oxy simultaneously they also entered the Bangladesh market.

2.1.3 History²

1899~1969

Shintendo Yamada Anmin Pharmacy founded




Feb. 22,

Shintendo Yamada Anmin Pharmacy founded.

¹ Rahman, M. – “Comparative promotional strategies for cosmetics in Bangladesh: a special focus on OXY”

² Rohto Corporate Website : <http://www.rohto.co.jp/global/company/history/>








1899	<p>Capital at 3,000 yen.</p> <p>Launched "Ikatsu" gastrointestinal medicine.</p> 
1909	<p>Launched Rohto's first eye drops product. The eye drop was prescribed by Dr. Toyotaro Inoue, authority of the ophthalmologist circle then, and named after his professor Dr. Rotmund.</p> 
1931	<p>Launched "Rohto Eye Drop" in a new and unique container which was the first of its kind, introducing an innovation in the eye drops market.</p> 

Rohto Pharmaceutical Co., Ltd. established

Sept. 15, 1949	<p>Rohto Pharmaceutical Co., Ltd. established. Kiro Yamada appointed president. Capital at 10 million yen.</p>
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1952	<p>Launched "Rohto Peni-my" eye drops. Radio worked as an effective advertising medium, making this product a big hit.</p> 
1954	<p>Launched "Siron" gastrointestinal medicine. Radio commercials and newspaper advertisement were successful, making it a top-selling product at a record sales level of 3.3 million units per month.</p> 
1959	<p>Head office and factory completed in the current location, Ikuno-ku Osaka. The integrated establishments having a philosophy of "Rohto Utopia," the workers' paradise; and the state-of-the-art manufacturing facilities attracted many visitors every day.</p> 
1961	<p>Rohto Pharmaceutical listed on the Second Section of Osaka Stock Exchange.</p>
1962	<p>Launched "Pansiron" gastrointestinal medicine. TV advertising became active as a promotional tool.</p>




	<p>Rohto Pharmaceutical listed on the Second Section of Tokyo Stock Exchange.</p> 
1964	<p>Launched "V Rohto" eye drops. It was the first Aspartic Acid-formulated eye drops to relieve eyestrain that laid the foundation for the V Rohto brand.</p> <p>Rohto Pharmaceutical listed on the First Section of both the Tokyo Stock Exchange and the Osaka Stock Exchange.</p>




1970~1999



Acquired Mentholatum and grew into a global company

1970	<p>Launched "Kodomo V Rohto," an eye drops product for children which was a strategic product intended to expand the children eye drops market.</p> 
1973	<p>Launched "Namida Rohto," an artificial tear eye drops product, in novel and innovative container was designed with the image of tears.</p> 
1975	<p>Acquired Mentholatum trademark rights from The Mentholatum Company,</p>

	<p>Inc. (USA).</p> <p>Launched "Mentholatum Ointment" and "Mentholatum Medicated Lip," a lip balm. Explored skin care market with the intention to make this brand the company's third key-product field.</p> 
1977	<p>Yamada Science Foundation established.</p>
1978	<p>Kiro Yamada and Yasukuni Yamada appointed chairman and president.</p> 
1979	<p>Launched "Mentholatum Medicated Campus Lip," the first stick-type lip balm targeted the youth.</p> <p>Launched "New V Rohto" eye drops.</p> 

1983	<p>Launched Medicated "Campus Lip" lip balm. The slim and fashionable container made it a top-selling product at a record sales level of domestic 4 million units and overseas 6 million units one year.</p> 
1985	<p>Launched "Checker" pregnancy test kit. This is the first pregnancy test kit product sold in pharmacy.</p> 
1987	<p>Launched "Rohto Alguard" eye drops for allergic diseases. A new market explored with its feature of mitigating eye itchiness.</p> <p>Launched "Rohto Zi," which became synonymous with the youth eye drops products.</p> 
1988	<p>Purchased The Mentholatum Company Inc. (USA) and acquired management rights.</p>
1990	<p>Launched Mentholatum AD Cream,</p>

	<p>a product that explore the middle-aged market with its feature of mitigating itchiness caused by dry skin.</p> 
1991	<p>Established The Mentholatum (Zhongshan) Pharmaceutical Co., Ltd. in Zhongshan, Guangdong province, China.</p>
1993	<p>Launched "Dotest hCG," a pregnancy test kit originally developed by Rohto.</p> <p>Launched "Pansiron Now," a chewable-type gastrointestinal medicine.</p> <p>Launched "SUNPLAY Sunscreen Cream" to fully participate in the sun care market.</p> 
1994	<p>Launched "Rohto Zi: Lycee," a successful eye drops product among high school girls.</p>
1995	<p>Launched "Pansiron Trim," a medicine that improves gastrointestinal function.</p> <p>Entered the new field of contact lens market with "Rohto C Cube," a contact lens care solution.</p> <p>Launched "Mentholatum AD Medicated Bath Liquid."</p> 

<p>1996</p>	<p>Launched Dotest LH, an ovulation predCosmeticsion kit.</p> <p>Mentholatum (Zhongshan) Pharmaceutical Co., Ltd. Started production and sales of "New V Rohto Plus" eye drops in China.</p> <p>Established P.T. Rohto Laboratories Indonesia. Production and sales of intra-ocular lens began as the first in ASEAN countries.</p> 
<p>1997</p>	<p>Established Rohto-Mentholatum (Vietnam) Co., Ltd.</p> <p>Introduced "Sebamed" medicinally skincare products into Japan market.</p> <p>Launched "Rohto Zi Flush," an eye wash product.</p> 
<p>1998</p>	<p>Vietnam Plant completed, and began production of eye drops and skincare products.</p>
<p>1999</p>	<p>Celebrated 100th anniversary. Yasukuni Yamada and Kunio Yamada appointed chairman and president.</p> <p>Launched "Flex Power," a health supplement and entered into mail order marketing.</p> <p>Launched "Rohto I.Q." contact lens.</p> <p>Ueno Techno Center completed, and began operation of eye drops production, R&D and logistics hub.</p>

2000~

Evolving into "Integrated Health & Beauty Care" Company



2001	Launched functional skin care brand "Obagi."
2002	Acquired MG Pharma Inc.
2003	<p>Ueno Techno Center began operation of skin care production.</p> <p>Launched sensitive skin care brand "Promedial."</p> <p>A business and capital tie-up concluded with Morishita Jintan Co., Ltd.</p>
2004	<p>Launched "TAKTY," a specified health food.</p> <p>Launched basic skin care brand "Hada-labo."</p> <p>Introduced a new company logo and corporate slogan.</p> <p>The Mentholatum Company, Inc. (USA) purchased "OXY" brand of acne treatments.</p>
2006	<p>Opened "Rohto Research Village Kyoto" laboratory in Kyoto, Japan.</p> <p>Launched "OXY" as a men's skin care brand in Japan.</p>
2007	Launched "50 Megumi," a brand targeted the middle-aged women.
2008	<p>Tokyo Branch relocated to new building.</p> <p>Launched "Rohto V11" eye drops.</p>
2009	<p>Kunio Yamada and Toshiaki Yoshino appointed chairman and president.</p> <p>Launched "Rohto Alguard Contact" eye drops.</p> <p>Launched high-end skin care brand "Episteme." Entered department store retail channel.</p>
2010	<p>Launched "Pansiron 01 Plus" gastrointestinal medicine.</p> <p>Established Rohto Pharma (India) Pvt. Ltd. and Rohto-Mentholatum</p>



	(Bangladesh) Ltd. Started exploring emerging markets.
2011	Earthquake Reconstruction Support Office founded.

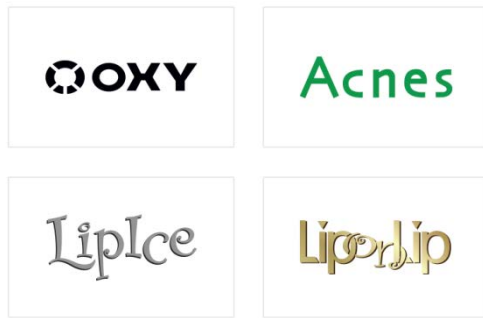
2.1.4 Head Office and Subsidiaries

- Rohto Pharmaceutical Co., Ltd. (**Japan** - Parent Company)
- Mentholatum Australasia Pty. Ltd. (**Australia**)
- The Mentholatum Company Ltd. (**UK**)
- The Mentholatum Company of (**Canada**), Limited
- The Mentholatum (**China**) Pharmaceuticals Co., Ltd.
- Mentholatum Asia Pacific Ltd. (**Hong Kong**)
- Rohto Pharma (**India**) Private Limited
- Mentholatum de (**Mexico**), S.A. de C.V.
- Mentholatum (**South Africa**) Pty. Ltd.
- Mentholatum Taiwan Ltd. (**Taiwan**)
- PT Rohto Laboratories (**Indonesia**)
- Rohto-Mentholatum (**Vietnam**) Co., Ltd.
- Rohto-Mentholatum (**Malaysia**) SDN BHD.
- Rohto-Mentholatum (**Thailand**) Ltd.
- Rohto-Mentholatum (**Bangladesh**) Limited

2.2. Rohto-Mentholatum Bangladesh:

Rohto-Mentholatum Bangladesh Limited is a multinational subsidiary of Rohto Pharmaceutical Co. Ltd. A more than 112 years old company head quartered in OSAKA Japan. Rohto incorporated their Bangladesh operation in September 2010 with the pledge to provide “HAPPY SURPRISE” to their consumers. In the global span, Rohto has presence through subsidiaries and distributions in more than 150 countries.

Available brands in Bangladesh:



Our Mission:

“Our mission is to delighting customers not only by ensuring satisfaction also delivering more than they expect from our products.”

Our Logo:



This logo represents the company name as well as the logo has its own meaning. The Company logo spreads out a strong message that Rohto will continue to satisfy customer expectations with “Happy Surprise”. The color Blue represents the intelligence and trustworthiness of Rohto as a company. The “O” at the end which is jumping in mid-air shows that Rohto is ready to leap into a successful future. The Red line under Rohto

indicates the enthusiastic dedication (passion) that is shared by every Rohto Member, a passion that is stirred each member from the days of Rohto’s foundation more than a century ago until this very day. The logo indicates the integrity of the company to the consumer, people and for the society.

The Corporate Slogan:

Rohto newly adopted “Happy Surprise!” as their corporate slogan to widely proclaim the commitment of delivering surprise and happiness to consumers through products and also standing on the foundation “harmonious and cooperative effort”. The corporate slogan also announces the enthusiasm that comes from our new resolution.

ROHTO’s Seven Pledges:

- We work wholeheartedly to support the society, to help create a better world.
- To this end we are resolved to learn with humanity and strive continuously toward self-improvement.
- We place the highest importance in earning the trust and respect to our colleagues and our external business partners.
- We take pride in our corporate culture that fosters lofty ideals, stirs passionate debate and generates energetic actions.



- We delight in constantly challenging each other to create waves of happy surprise for our customer worldwide.
- Our people are greatest asset. Our hard working culture, spirit of close cooperation, determination, passion and leadership provide the fuel that drives the company.
- We firmly pledge to serve the people, the society, and the environment and are thankful for our meaningful existence.

2.2.1 Products:

OXY:



OXY Active Wash

Makes skin smooth and healthy



OXY Perfect Wash

OXY perfect wash enriched with antibacterial ingredients & fruit oils - removes oil, dirt, pollutants, prevents pimples and makes skin healthy, smooth & glowing.

Ranking of Attributes Affecting Interviewer's Satisfaction



Long listing oil control



ACNES:





Kills Bacteria and Treats Acne

Effectively provides and Anti-Inflammatory Gel
Kills Bacteria and Treats ACNE



Anti-Bacterial, Acne Preventive Toner

It tightens skin pores and restores moisture to make skin clear & bright

LIPICE

<p>LipIce Makes your lips magical pink with strawberry flavor. LipIce®Sheer Color Strawberry</p> <p>Details</p>	<p>LipIce Gives exotic look to the lips with raspberry flavor. LipIce®LipBalm Raspberry</p> <p>Details</p>	<p>LipIce Apple gives the lips fresh & fruity apple flavor. LipIce®LipBalm Apple</p> <p>Details</p>	<p>LipIce Makes your lips look adorable & charming with natural tender pink color. LipIce®Sheer Color Natural</p> <p>Details</p>
<p>Lip Care Fresher, Softer, Natural moisture to keep the lips soft and fresh Lip on Lip®Trendy Orange</p> <p>Details</p>	<p>LipIce Gives your lips naturally supple & moist pink look with honey flavor. LipIce®Sheer Color Honey</p> <p>Details</p>	<p>LipIce Makes your lips exotic & gorgeous with glittering pink shade. LipIce®Sheer Color Lamé</p> <p>Details</p>	<p>LipIce Gives your lips pinky orange shade LipIce®Sheer Pinky Orange</p> <p>Details</p>

2.2.2 Analysis of Cosmetics Market based on Porter's Five Forces Frame work:



Porter's Five forces Model is actually a **business strategy tool** that helps to analyze the attractiveness in an industry. It also helps in SWOT analysis. In formulating Marketing Strategy of an organization this model is very important.

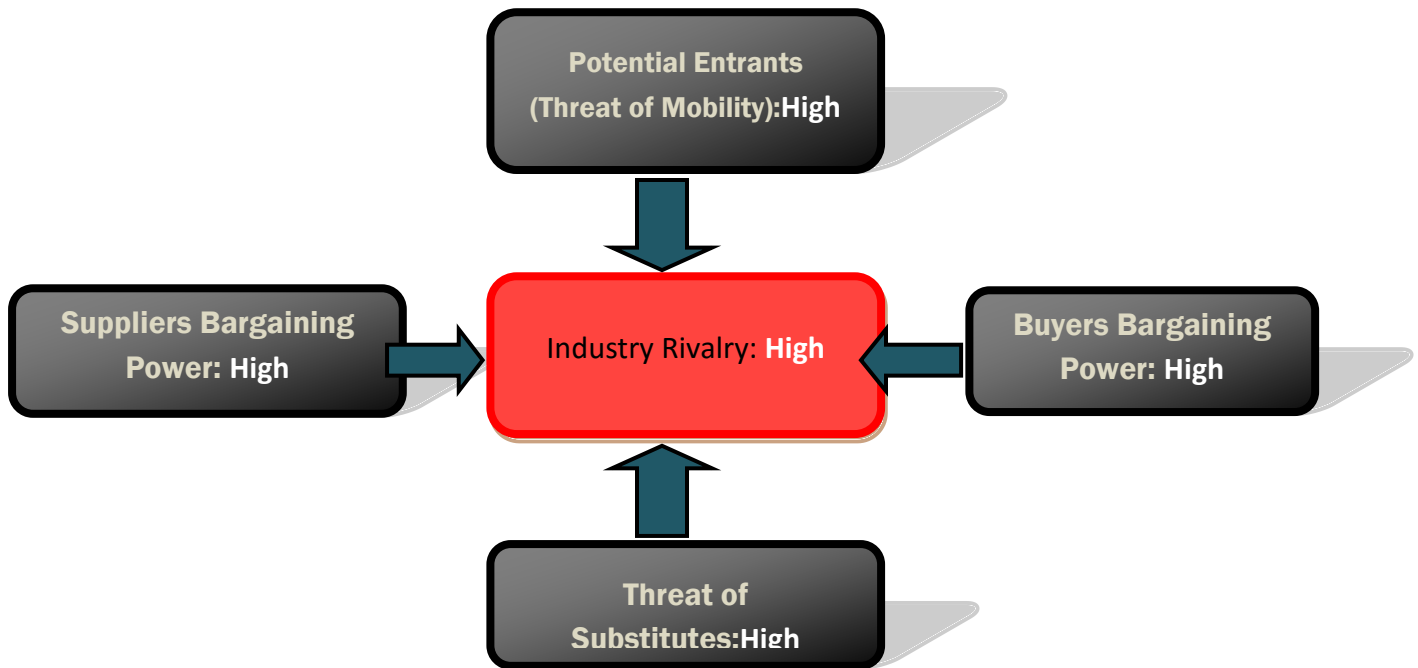


Figure 1: Porter's Five Forces Model³

Threat of substitute products

Threat of substitute products refers to how easily customers can switch to your competitors products. This is a risk for an organization and it is high when:

- The substitute products are available.
- Customers can easily get those products or service.
- Quality of those products is high, same or little less.
- The price of those products is less than your products.

Rohto continuously faces threat of various substitute products launched by its strong competitors in the market. Like cosmetics surgery, leaser treatment etc.

Threat of new entrants

Threat of new entrants refers to how easily new competitors can enter into the market. This is high when:

³ Notedesk (April 4, 2009). <http://www.notesdesk.com/notes/strategy/porters-five-forces-model-porters-model/>



- Required capital for entering the market is low.
- Few economies of scale are in place.
- Customers can easily switch to competitors products.
- Key technology is not hard to copy or isn't protected well
- Your and competitors products have little difference.

In cosmetics market this is a **very big threat**. The entrance capital is low; product differentiation is low; as a result customers can easily switch to other competitors products and new competitors can easily enter into the market.

Bargaining power of suppliers

Bargaining Power of supplier means how strong is the seller's position, and how much the suppliers have control over the price. **Suppliers are more powerful when**

- Suppliers are concentrated and well organized.
- A few substitutes are available to supply.
- Their product is most effective or unique.
- Switching cost, from one supplier to another is high.
- You are not an important customer to Suppliers.

For Rohto the bargaining power of supplier is **high** because currently Rohto Bangladesh import its products only from Rohto Vietnam. This is why Rohto Bangladesh is highly dependent to the supplier.

Bargaining power of Customers

Bargaining Power of Customers means, how much control the customers have to drive down your products price, Can they work together in ordering large volumes. **Customers have more bargaining power when:**

- Few Customers chasing too many goods
- Customers purchases in bulk quantities
- Product is not differentiated
- Customer's cost of switching to a competitors' product is low
- Customers are price sensitive

Customer's bargaining power in cosmetics market is high. The main reason is customers cost of switching cost is very low due to very less product differentiation.

Industry Rivalry



Industry rivalry means the intensity of competition among the existing competitors in the market. Intensity of rivalry depends on the number of competitors and their capabilities.

Industry rivalry is high when:

- There are number of small or equal competitors and less
- Customers have low switching costs
- Industry is growing
- Exit barriers are high and rivals stay and compete
- Fixed cost are high resulting huge production and reduction in prices

Due to high level of switching by the customers and very less brand loyalty from them the Industry Rivalry is high.

2.2.3. HR Policies:

This is a small size MNC organization. Rohto-Mentholatum Bangladesh Ltd. Pvt. Ltd. has little Human Resource Management practice. But the most important part is HR has involvement in Strategic Planning, which is a unique power for the HR Department in Bangladesh.

I have collected information about HR policies of RMB through interviewing the HR Manager. The information is arranged in following:

Recruitment Process:

During recruitment the HR Department follows some process to select candidates:

1. For any recruitment first the supervisor of the concerned department has to take approval from the Managing Director Concern Authority.
2. The supervisor has to submit a job requisition to the HR Manager.
3. The HR Manager then gathers pool of candidates.
4. The HR manager prepares a short list candidates on the basis of job requirements and information collected from the CVs for interview, from the pool of applicants.
5. The HR Manager and the supervisor interview those short listed candidates for final selection.

Joining:

There are some formalities which the HR Personnel and the selected candidate have to follow:



1. The selected candidate has to fill up a history form where he needs to provide the following description:

Personal Information: <ul style="list-style-type: none"> • Name • Address • Voter ID No. • Passport No. • Passport size photo • Date of birth 	Work History: <ul style="list-style-type: none"> • Previous work history and job description • Reference of two persons.
Official Information: <ul style="list-style-type: none"> • Designation • Employee ID No • Any familiar person who is working at RMB 	Family Information: <ul style="list-style-type: none"> • Spouse description • Emergency contact person and his phone number.

2. The candidate has to fill up a joining letter and Insurance form.
3. The candidate has to submit one copy of CV, copy of professional certificates, educational certificates, voter ID, and experience certificates (for an experience worker).
4. At the end, the HR Manager provides the candidate an Appointment letter gives him a brief about RMB and introduces him or her with other colleagues.

Compensation and Benefits:

Compensation and Benefits are the vital part of HRM, because employee satisfaction largely depends on these factors. The compensation and benefits policies are given bellow:

1. Employees get 30 days leave each year:
 - Sick leave – 14 days
 - Casual leave – 10 days
 - Annual leave – 18 days
2. If any employee gets sick for more than 2 days then he or she has to show medical certificate to get sick leave otherwise it will be considered as casual leave.
3. If any employee gets late for 3 days in one month he or she will be considered as 1 Annual leave.
4. Employees will get 2 festival bonuses. In each festival they will get 100% bonus of their salary.
5. Employees will get tax deducted net salary.



6. Any cost occurred related to the employee's duty; company pays the employee.
7. Employees will be provided SIM card and COSMETICS (depending on their position and tasks).
8. Mobile bills for employees will be paid by the company.

Termination:

“Although termination is a part of Human Resource Management, it is a very tough part because morale issues are related in this task.” – AGM, HR & Corporate Planning of RMB.

The termination policies are given below:

1. Organization keeps the right to terminate any employee on 1 month notice.
2. If any employee wants to resign, he or she has to provide 1 month prior notice.
3. When the employee is leaving the organization he or she has to submit SIM, COSMETICS and other assets provided by the organization.

2.2.4. SWOT analysis of Rohto-Mentholatum Bangladesh Ltd. Pvt. Ltd.

SWOT analysis is very important for any organization in formulating marketing strategy. Any organization must have adequate knowledge about their Strengths, Weaknesses, Opportunities and Threats. Like any other organizations RMB also has SWOT which are described below:

Strength:

Strengths are those factors which may consider as plus points for an organization and can be used as advantage against competitors. RMB's strengths are:

- **Large distribution channel:** it has distribution channel all over Bangladesh, and still it is establishing new branches inside and outside Dhaka.
- **Strong Brands:** it has a quality Brand Image in the users mind.
- **Dedicated work force:** it has dedicated work-force.
- **After sales service:** it has well organized customer service, where it provides online advice related to skin care and it's products.
- **Experience:** it has well experience work force, who are working in cosmetics market for many years.

Weakness:

Weaknesses are those factors which can be work as disadvantage for organization but advantage for the competitors. RMB's weaknesses are:

- **Lack of training and development facility:** the management is only sales focused, it provides less concentration on employee training and development issues.



- **Weak Branding Strategy:** they provide less concentration in branding and advertising.
- **Lack of communication:** it is the major weakness of RMB. There is lack of understanding among the higher authority and lower level.

Opportunities:

Opportunities are scopes which depend on foresight of the management. If the management can utilize those opportunities, then they can get advantage in achieving their goal. Opportunities for RMB are:

- **Increasing Market:** Cosmetics market is continuously increasing. Number COSMETICS user is increasing as a result the demand is increasing. This is the most important opportunity for RMB.
- **Creative Strategy:** RMB is trying to influence the Beauty Parlors to offer a service based on RMB's Brand products like: Acne's Wash.
- **Developing more expert work force:** by providing more appropriate training and development opportunity, RMB can develop its most powerful and valuable asset, which is skilled work force.
- **Proper communication:** by establishing proper understanding RMB can sort out its most of the weakness.

Threats:

Threats are intimidations, which are beyond the control of an organization. It depends on economic, political and the market. But it can be minimized through proper precaution.

- **New competitors:** because of easy access new competitors are continuously entering the market.
- **New brands:** day by day new brands are entering in Bangladesh market. If RMB failed to established its current brands and capture the new then it will be a great threat.
- **Copy products:** many local competitors are making copy of brand products selling those at cheap price. This is the biggest threat to the image of the brand reputation and also for the customers.
- **Consumer bargaining power:** because of increased competition it may be considered as threat.



Chapter – 3

3.1. Interviewee's attributes that affect Interviewer's Satisfaction

During interview an interviewer considers many characteristics of a candidate, which make an impact in selecting the interviewee. We will discuss few specialties:

Gesture: A **gesture** is a form of non-verbal communication in which visible bodily actions communicate particular messages, either in place of speech or together and in parallel with words. Gestures include movement of the hands, face, or other parts of the body.

Posture: The word "**posture**" comes from the Latin verb "ponere" which is defined as "to put or place." The general concept of human posture refers to "the carriage of the body as a whole, the attitude of the body, or the position of the limbs (the arms and legs)."

Competence (or **competency**) is the ability of an individual to do a job properly. A competency is a set of defined behaviors that provide a structured guide enabling the identification, evaluation and development of the behaviors in individual employees.

Communication (from Latin "*communis*", meaning *to share*) is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior. It is the meaningful exchange of information between two or a group of person.



Position relevant knowledge: it is an important issue especially for midlevel and upper level positions. And it is also important for an experienced candidate. The organization gives preference on this issue most when experience is must.

Location: this is one of the important issues specially for Bangladesh perspective. Because the distance between the work place and the candidate's resident is very important especially for the candidate. Because his or her job satisfaction is related to this issue.

3.2. Analytic Hierarchy Process(AHP)

Analytic Hierarchy Process (AHP) is a technique for analyzing factors, is used where decision making become complicated or difficult. It is actually a mathematical method, where qualitative issues can be calculated and which helps in group decision making. It was developed by Thomas L. Saaty in the 1970s and has been extensively studied and refined since then.

Rather than prescribing a "correct" decision, the AHP helps decision makers to find out the finest alternative, which may be best suited for their goal. It provides a comparative structure of the elements on which the decision can be made.

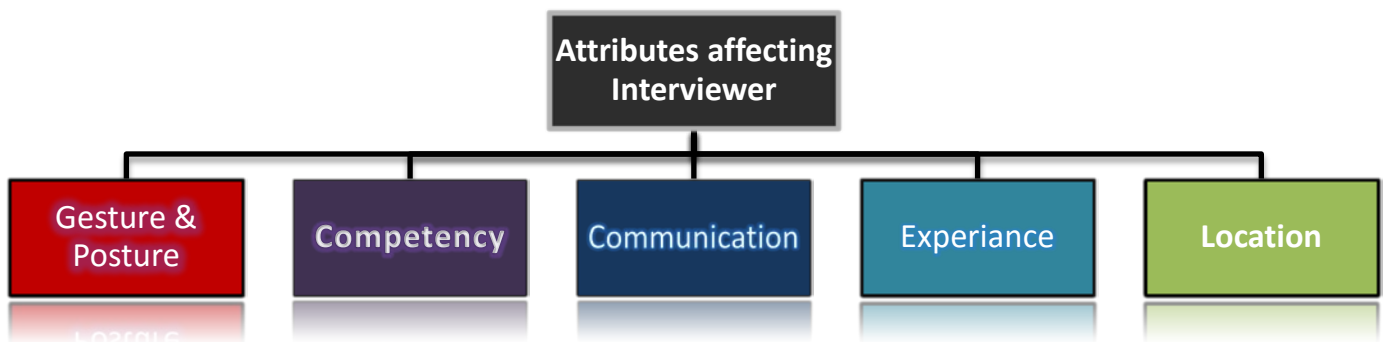


Figure : Interviewees’ Specialties Considered by the Interviewer

The following table is showing the scale, which is provided by my course instructor, will be used in comparing the specialties of an interviewee, considered by the interviewer during interview.

Numerical rating	Verbal Judgments of Preferences
9	Extremely preferred
8	Very strongly to extremely



7	Very strongly preferred
6	Strongly to very strongly
5	Strongly preferred
4	Moderately to strongly
3	Moderately preferred
2	Equally to moderately
1	Equally preferred

Table: Pair – wise Comparison Scale for AHP Preferences

The following information is collected from HR Manager of RMB

	Gesture & Posture	Competency	Communication	Experience	Location
Gesture & Posture	1	1/7	1/6	4	6
Competency	7	1	5	7	9
Communication	6	1/5	1	4	7
Experience	1/4	1/7	1/4	1	8
Location	1/6	1/9	1/7	1/8	1

Table 1: Pair-wise Comparison Matrix

On the above table the calculation method is:

If I compare the same factors they will get 1, like - Gesture & Posture against Gesture & Posture will get 1; if Competency gets 5 (4th column from Left, 3rd cell from up) against Communication, Communication will get 1/5 (3rd column from left, 4th cell from up) against Competency.

Step 1	Step 2	Step 3
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	Gesture & Posture	Competency	Communication	Experience	Location	Gesture & Posture	Competency	Communication	Experience	Location	weight
Gesture & posture	1	1/7	1/6	4	6	0.07	0.09	0.03	0.25	0.2	0.13
Competency	7	1	5	7	9	0.49	0.63	0.76	0.43	0.29	0.52
Communication	6	1/5	1	4	7	0.42	0.13	0.15	0.25	0.23	0.24
Experience	1/4	1/7	1/4	1	8	0.02	0.09	0.04	0.06	0.26	0.09
Location	1/6	1/9	1/7	1/8	1	0.01	0.07	0.02	0.01	0.03	0.03
	14.42	1.6	6.56	16.13	31	1	1	1	1	1	1

Table: Pair – Wise Comparison Matrix

The Calculation of the Table 3 is given below:

Step 1: Put the table – 1 under the Step 1 columns. Then sum the values, like- under Gesture & Posture sum all the values, and the total value is 14.42.

Step 2:

Divide each value at step 1 with their total and put the result in the columns of step 2, like- First I divide the value 1 (under Step 1, Gesture & Posture column, first cell) with the total 14.42, the result is 0.07. Now I put the value 0.07 at the cell under Step 2 (Gesture & Posture column, first cell).

Now under step 2 the summation of each column's value has to write down at the last cell of each column. If the summation is 1 or almost 1, then the calculations are correct.

Step 3: Values of rows under Step 2 have to add, and the added value has to be divided by number of factors, then the result has to be right down at the cell under Step 3. Example: values of the row of Gesture & Posture under Step 2 are: 0.07, 0.09, 0.03, 0.25, 0.2; their summation is 0.64. Now I have to divide the result by the number of factors/specialties which is 5 and the result is 0.13. Now I have written this value in the first cell under step 3, Gesture & Postures' row. Now I have to do same for rest of the rows. Now I have to make summation of the weights under Step 3. If the summation is 1 or almost 1, then all the calculations are correct.

Now I have got weight of each factors/specialties. And they are:

- Gesture & Posture: $0.13 = 13\%$
- Competency: $0.52 = 52\%$
- Communication: $0.24 = 24\%$
- Experience: $0.09 = 9\%$
- Location: $0.03 = 3\%$

Based on those weights the factors have been ranked in following:

1st	Competency
2nd	Communication

3 rd	Gesture & posture
4 th	Experience
5 th	Location

Chapter – 4

Discussion& Conclusion:

From the above analysis it is clear that COSMETICS market is competitive and potential market and day by day the market is expanding rapidly. So capture the whole market is a challenging task. But the fact is RMB has the potentiality to become market leader. But their main weakness they are not well organized and lack of communication with both their employees and customers.

To compete inCOSMETICS market,RMB has to develop its employees through proper training and career development plan, and also has to focus on employee’s satisfaction. To do that RMB must focus on developing its Human Resource Department at a standard level. Employees are the most valuable asset of any organization. But most of the organizations consider it as a cost. So it the HRD who can understands the ultimate need of the best competent employees.

But still RMB is in a competitive position at Beauty Products industry market because of its strong distribution channel, well reputed brands and workforce.

From the **AHP** analysis we have found that during selecting a candidate the recruiter considers many attributes, some of them are ranked below based on AHP

1. Competency



2. Communication
3. Gesture & posture
4. Experience
5. Location

No matter what is happening, politically or economically. The demand of cosmetics in Bangladesh is increasing gradually. So there is a huge opportunity for RMB to capture the expanding market to become market leader. But they have to keep in mind that the other competitors are trying the same. So they have to figure out some new and creative marketing strategy to become gainer.

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