



## **Impact of Grow N Excel in the field of Human Resource Industry of Bangladesh**



INTERNSHIP REPORT

ON

**Impact of Grow N Excel in the field of Human Resource Industry of Bangladesh**

Prepared For

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# ***Letter of Transmittal***

15th December, 2016

To

**Afsana Akhtar**

**Assistant Professor**

BRAC Business School

BRAC University, Bangladesh

Subject: Submission of Report for the Internship course

Dear Madam,

I, Navid Abdullah Gofran (ID - 13104045) handing over to you my internship report on “**Impact of Grow N Excel in the field of Human Resource Industry of Bangladesh**” for completing the BBA program. The report has been made during my internship period at Grow N Excel based on what I learned here practically and the information I collected from my colleges and supervisors.

This report aims is to demonstrate how and to what extent Grow N Excel exercises influence in the Human Resource Industry. Making this report provided me with the chance to advance in understanding on the influence of the Grow N Excel and the perceptions of the clients regarding those actions, and its consequences.

Hence, I keep faith that this report will get your nice appreciation. If you think this report needs further alterations, then I will try my best to bring change as per your guidance. I appreciate all of the effort you made to come this far this report.

I dependably accept the route you instructed me to follow, and I feel honored to work with your guidance.

Sincerely Yours,

---

Navid Abdullah Gofran

ID-13104045

## *Acknowledgment*

A person can only become more knowledgeable the more he or she acknowledges. This report has been prepared by me, but behind this there has been a huge support of my supervisors at works, colleges and my supervisor at University. Without them this could not be made complete.

Firstly, I would thank the organization, Grow N Excel for giving me the chance to complete my internship there. Where I had been learning new things from the day I joined. I must show gratefulness to CEO, Mr. Zulfiker Hossain, for giving me the chance to have my internship completed in such a platform.

My graceful acknowledgements and admiration goes to my supervisors, Mr. Rezaur Razon, and Mr. Istiaque Sami, Sr. HR Associates of Grow N Excel Headhunting Team. From the day I have joined Grow N Excel they helped everything and treated me as a learner. They gave me work based on my capability and tried to understand me all the way through.

Above all, I must thank Miss Afsana Akhtar, Assistant Professor at BRAC Business School, who helped me throughout my internship epoch. She gave her valuable time and genuine determination to instruct in preparing the report. Without her help this report would be able to fully accomplish its purpose.

Lastly my kind thanks goes to all my colleges who helped me find more about Grow N Excel every day in a new way and been supportive from the day I joined Grow N Excel.

## *Executive Summary*

Human Resource Management has become a crucial part of today's business world as complexities with manpower and poor management and allocation of people has become an issue. Previously in Bangladesh, most of the firms or companies had no Human Resource Department at all, rather managing the human resource was deemed as something insignificant and was the side job of the admin officers. Now almost all the organization began to introduce their own Human Resource Department after the entrance of different MNCs and different organization started imitating their way of managing Human Resources. Despite of all these, even today different Human Resources Department struggle to maintain the standard they set and fails to meet requirement because of lack of specialization.

Considering this situation Grow N Excel came up, which aims to provide solution for this. Being specialized in Human Resources Industry with other rich resources and knowledge to provide the best possible solution to its clients in 2008. Grow N Excel did not just offer consultancy for designing HR structure of company, rather client partially or fully outsource their human resource management function to Grow N Excel.

In this report I tried to give an overview of my internship period, and to present the research report on the topic **“Impact of Grow N Excel in the field of Human Resource Industry of Bangladesh”**.

As I had the opportunity to join Grow N Excel as an intern. It helped me to see how Grow N Excel functions and exercise impact in the Human Resource Industry of Bangladesh. Being part of the Talent Acquisition Department, I could closely see how Grow N Excel the works outsourced to it by clients first hand and how different companies approaching to Grow N Excel with their problem regarding finding the best employee.

Firstly the report mainly discusses how Grow N Excel changed the Human Resource Management's traditional way and set a new standard and procedure to offer solutions to different problems and make the overall work more effective at a glance.

Then this report goes into discuss about different service offerings of Grow N Excel and shows how each of them changed the traditional way of such service and how it is exercising impact in the Human Resource Industry. Service offering of Grow N Excel including executive search, training, consultancy, providing contractual employees to clients, providing verification of clients' candidates has been discussed in details and how each of them significant influence in the relevant field has been shown.

Then, the report goes on to demonstrate why and how Grow N Excel is exercising more impact than others. Some of the reason here are Grow N Excel is not just a headhunting firm unlike others, it is equipped with specialized department for RMG sector, rich database and it the firm mover in the market. All these facets has been discussed and their impact has been demonstrated in the reported in brief.

Moreover the report discusses on how it creates its customer base and how it maintains relationship with different clients. Grow N Excel maintain long term and short term relationship with the clients based on the contacts with them. This has been discussed briefly.

Then the report goes on to discuss about diverse findings during my stay at here which includes the issue related to current national environment, psych of the clients and the mass people, issue related to understand the type of service Grow N Excel provides, issue within organization like lack of technical support and inefficient database etc. Lastly, couple of ways has been discussed in order to reach to solution for the mentioned problems.

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# Introduction

## Background of the study

After joining internship a student come to know and get in touch with the corporate world in a way which often gives a different experience than what he/she learned academically. I joined Grow N Excel, an HR consultancy and management firm for my internship. Being an intern here I got to see the all the works very closely with inner details about what I only had superficial knowledge previously. Besides, through internship I learned how to adjust to new environment with a short period of time and how to make effort to learn the necessary skills to accomplish the given tasks.

During my time in this firm, I found that the firm has immense impact in the Human Resource Industry of Bangladesh. Hence, decided to write my internship report on this.

Managing the most valuable resources of a firm or a company is task of Human Resource Management. It manages Human. Allocates them in the places there are to be and in a way that they give the best out of them. Human Resource sections and divisions in administrations are routinely accountable for lots of actions with sustainability with the skill of the business to live and outdo in a vibrant setting for better managerial resolution creation. Considers a company's ability to make a profit without sacrificing the resources of its employees. (Need, 2006)

Management of Human Resources has four rudimentary roles: staffing, training and development, motivation and maintenance. (*Four Basic Functions of Human Resource Management, (n.d), hrmppractice.com*) Staffing is the recruitment and assortment of potential workforces, which is done through interviewing, applications, networking, etc. Human Resource Management is a continuous process, where training and development is an essential part to nourish the skill and experience of the employees. On the other hand it is essential to keep the employee motivated, Human Resource Management deals it. This management also arranges for different other fringe benefits for the employees to keep them satisfied like employee benefits, performance appraisals and rewards. Another crucial function of the Human Resource Management is retaining the existing employees, where most of the companies suffer now a days. It is like any other function of Human Resource Management is essential and compulsory

to keep the employees loyal and committed to the company and make them feel part of the firm or company.

While working at Grow N Excel, interns get chance to comprehend the existent business world closely and accustom themselves with innermost and surface envisages of the industry. Working in this organization aided me see a lot of insights of the Human Resource industry in Bangladesh.

## **Objective of the study**

The focal purpose of this work is to comprehend calculated methodology of Grow N Excel in the field of Human Resource industry in Bangladesh.

My internship report focuses on:

- How Grow N Excel helps revolutionize the recruitment process through its talent mapping.
- How it approach and contact people especially client with the tactical needs of business.
- How it helps its clients other than executive search and consultancy.
- To what extent clients are dependent on Grow N Excel.
- Above all, showing how all factors help Grow N Excel exercise impact on the Human Resource Industry in Bangladesh.

## Scope

All the information here were developed through close observation of all the works that went on during my internship period at Grow N Excel. Confidential information has been avoided. This report does not include any information from other consultancy firm and the ways of transaction between Grow N Excel and its clients.

## Limitation of the Study

Information regarding transaction between clients and Grow N Excel are confidential which could not be included. Besides the procedure of work could not be reveled at a detailed level considering the interest of the firm.

## Methodology

Method that has been basically used here is exploratory which will create the foundation that will lead to imminent lessons, or to choose if what is being observed may be elucidated by a model.

### **Pattern of collecting data:**

The internship report has been written on the basis of information collected from primary as well as secondary sources. The primary data is taken through discussion with the employees of 'Grow N Excel'. Main materials was composed through consultations mostly with my manager and the other employees of my department. For the organization part of the whole report, material were taken and composed from company website, different available courses, magazine, and flyers.

# Background of the firm

## Background of Grow N Excel

Professionalism, Passion and Client focus, with this motto **Grow N Excel** started its progress in the year 2007 with the duty to assist those seeking jobs and at the same time the firms or companies seeking capable persons. For accomplishing this assignment, **Grow N Excel** comes up with an extensive array of service for Human Resources and Management. **Grow N Excel** deems that with their vast source of information and understanding of most excellent in class Human Resources practices will be able to offer its customers with tailored, adapted and suitable services. **Grow N Excel** aims to turn out to be the premier Human Resources & Management service providing firm in the country by strictly maintaining their core values - Professionalism, Passion and Client focus. (*Grow N Excel, LinkedIn.com, 2008*)

The firm was founded by Mr. Zulfekar Hossain, who is currently the lead consultant of Grow N Excel. Back in 2008 it started the journey with only 18 employees. It has now 30 employee within and 300 third party employees working for different clients.

Being the first consultancy firm in Bangladesh Grow N Excel was able to set standard which the new comer had to follow. Initially the firm provided only the service of Executive Search. Back then, the profit margin was also less than today. Then in 2010 it came up with a new sister concern called Apparel Talent, which specialized for the garments sector. Prior to that in 2009 it came up with another sister concern called SmartCheck, which is dedicated to the service of providing verification of the information provided by the candidates applying for job in clients' organization. Before that, it had one more sister concern called Dynamic Resources, which deals with volume hiring and staffing. This concern focuses on providing "third party" to its clients.

## **Mission and Vision of Grow N Excel:**

Grow N Excel aims to arrange for extensive services of Human Resources Management consultancy services. With its specialized team, which is constantly groomed and developed to be the best in the field with the best knowledge and understanding Grow N Excel wants to provide the most customized service to its clients. It is working to become the prime consultancy firm in Bangladesh and wants to be driven by its key tenets, passion, professionalism and focus on the clients.

Bearing in mind the massive latent of our nation and its conversion, organized Grow N Excel wants to have a part to perform in releasing would-be talents and emerging social wealth. To this way, Grow N Excel wants its clients in improving structural competences to encounter the challenges of the future. *(Mission and Vision, grownexcel.com, 2008)*

## **Organizational Organogram**

Presently Grow N Excel is running with twenty three employees including the interns. These employees are working within the firm, where Grow N Excel has about three hundred employees who are working in different other organization and they are known as third party employees.

Hierarchy of positions in Grow N Excel:

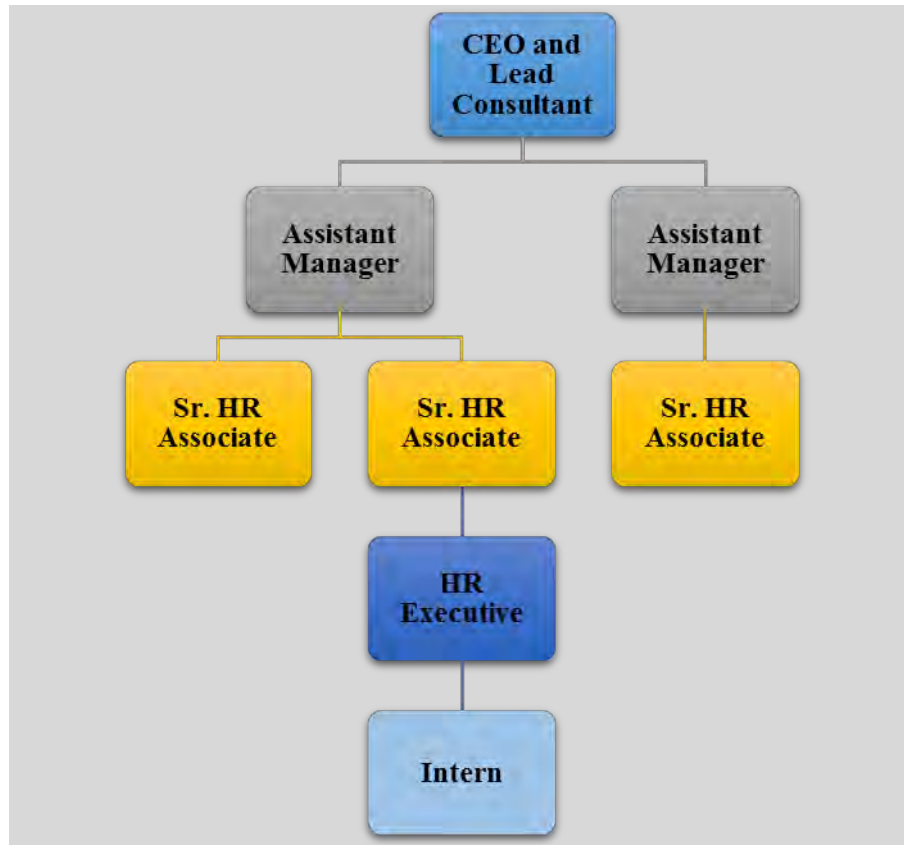


Figure 2: Organizational Hierarchy of Grow N Excel

The CEO and Lead Consultant of the firm is Mr. M. Zulfiker Hossain. Under his direct supervision are Assistant Managers, by whom the Sr. HR Associates and under them are HR Executive is supervised. A HR Trainee works under the HR Associates or Sr. HR Associates, who further supervises the interns. But from time to time, a Sr. HR Associate may directly instruct supervise an intern.



My Job at  
Grow N Excel  
as an Intern

At Grow N Excel an intern has to work rotationally. That is, he or she is moved from department to department in order to be associated with different types of works. The same has to be done by me too. In this chapter I will try to discuss my job as an intern at Grow N Excel.

## **Searching Executive/Headhunting:**

Being assigned for Talent Acquisition Department of the firm my core job was searching executive. Here my job was to search for executive for the clients based on their requirements. The process of this job is explained step by step

- Firstly, we would get a mail with job description of the position they wish to recruit for. (Appendix- 3) Then my job was to understand the requirement of the clients based on what type of organization they and which type of employee can give them the best outcome. This was done by using client's organizational situation, its mission and financial condition and magnitude of the ability to afford an employee.
- Secondly, conveying information regarding what type of employee they need and what we can give. Then if they agree we proceed to next step
- Thirdly, I used to start sourcing for different employees from databases and from different references.
- Then, all those CVs of them was collected by me through mail. (Appendix- 2)
- After that, I used to sit together with my supervisor to shortlist from those CVs and keep only the best CVs for the position I made contract with our client.
- And then the CVs were sent to clients. (*Appendix-7*)

This is how searching executive was done by me. During this three months period I worked for Beximco Petroleum, Philip Morris International, Paragon, Lotto, Lafarge Surma Cement, Marico Bangladesh Ltd, Coca-Cola Bangladesh, Unilever Bangladesh, Telenor Health etc.

## Taking and arranging Interviews:

In order to shortlist clients I had to take short telephone interviews of all the clients and then arrange interviews of them with the clients. Making sure the interviewers and the interviewee can meet at the right place and at the right time was my job. Interview was fixed as clients confirmed a date. (*Appendix- 5*) and then we would confirm the candidates (*Appendix-6*). Before interview I had to ensure:

- ✓ Aptitude test of each candidate has been taken and they passed
- ✓ Interviewees know well about the candidates before the interview
- ✓ Client or at least a representative of clients remain present as an interviewee.

## Mapping:

At Grow N Excel, mapping refers to development of the databases of the employee in different industry all over the country. From the day I joined I had to look after this from time to time besides headhunting. Sometimes this is done for Grow N Excel's own purpose and sometimes database is developed for clients. During my time, I was assigned with the responsibility to develop a database for **British Council**. (*Appendix-8*)

## Recruiting for Grow N Excel:

Although I was an intern at Grow N Excel, I honored with the task to recruit next intern for Grow N Excel. I sourced them from BRAC University and North South University through different forum for career counselling. From the sourcing process to screening, (*Appendix – 9*) arranging interviews and appointing them etc. were done by me.

## Verification:

Reference Check is a crucial function of Grow N Excel that is done before any one finally appointed for a job at clients' firm. For this I had to use to different information from different place, meet with different people, visit candidate's home etc. in order to verify all the information that has been provided by the candidate.

## My achievement while doing these jobs:

At Grow N Excel, when any one gets a job from the CVs we sent we consider it as a success. During my time, I was able to provide employees to different clients. These are:

- ✓ Successfully appointed Territory Manager and Senior Territory Manager to Marico Bangladesh Ltd in the month of October.
- ✓ Provided Territory Manager to Lafarge Surma Cement.
- ✓ Provided Assistant Manager-Store, Officer/Executive-Shipping, and Executive-Distribution to Coca-Cola Bangladesh.
- ✓ Successfully developed database for British Council.
- ✓ Provided Beximco Petroleum employee at different level for their new factory at Mongla.
- ✓ Recruited Intern for Grow N Excel itself who will be joining from 1<sup>st</sup> January 2017  
(*Appendix-10*)

# The Project

Impact of Grow N Excel  
in the field of Human  
Resource Industry of  
Bangladesh

## Background of the project:

Human Resource Consultancy firm, a new hype in Bangladesh. Where Grow N Excel leads. The concepts is fairly new here.

Conventionally, a Human Resource section of an organization is responsible for the all works beginning from recruitment to paying off the salaries. As far as all the works of Human Resource sections are scrutinized staffing or discovering the suitable talent appears to be the supreme challenging. Grow N Excel takes this work off the client and do it on behalf. Grow N Excel can do it better, because it has years of experience, a very well furnished talent map, a team brilliant in searching executive for the clients.

Realizing the extensive reach of Grow N Excel in the Human Resource Industry in Bangladesh I decided to write on the impact of Grow N Excel in this industry. While working for Grow N Excel as an intern, I tried to see not just superficially but with a very close observation how Grow N Excel is changing the work process slowly and creating a huge impact silently in the Human Resource Industry. While working for recruitment I have seen, how specialized it for such work and equipped with all possible resources like rich and abundant information about potential employees all over the country. To what extent many clients are relying on Grow N Excel for contractual employees and volume hiring. These clearly shown me Grow N Excel is not just a consultancy firm, rather it is an institution which came for changing the overall human resource functions all over the country.

Throughout my report I will gradually show strategic approach of Grow N Excel in the field of Human Resource industry in Bangladesh.

## Objective

The objective of this project is to show how Grow N Excel is exercising impact in Human Resource Industry of Bangladesh. Grow N Excel have influence in the industry in different ways through recruitment, providing training, consultancy, volume hiring, staffing and reference

check. I aim to touch all these services separately and show how each of them playing vital role in the industry, how they are changing the current and traditional process, how they are making works more effective and above all how they creating a significant impact.

## Methodology

Descriptive method has been used while writing on the project part. So the method can be called exploratory. In this chapter I attempted to give overall view of the functions of Grow N Excel and then step by step tried to explore how each of them has effect in different arena, how they operate to change the current process and to what extent they exercise impact.

## Scope

Information in this chapter are based on what I have experience and seen closely during my internship at Grow N Excel. Some statement may seem quite relative but I tried my best to give valuable logic behind them to prove them rationally. Confidential information as said by supervisor had not been included here considering the interest of the firm.

## Limitations

While working on the project certain constraints could not be avoided. As I worked for Grow N Excel I had a precise knowledge about it while I had a superficial knowledge about other consultancy firms. As the result in most the cases the comparisons could not be kept precise and in most cases no comparison has been drawn.

Besides, some of the limitations were-

- The way of sourcing CVs of the job seekers, financial status of the firm, conditional contacts with the clients etc. are kept confidential and not allowed to be leaked outside

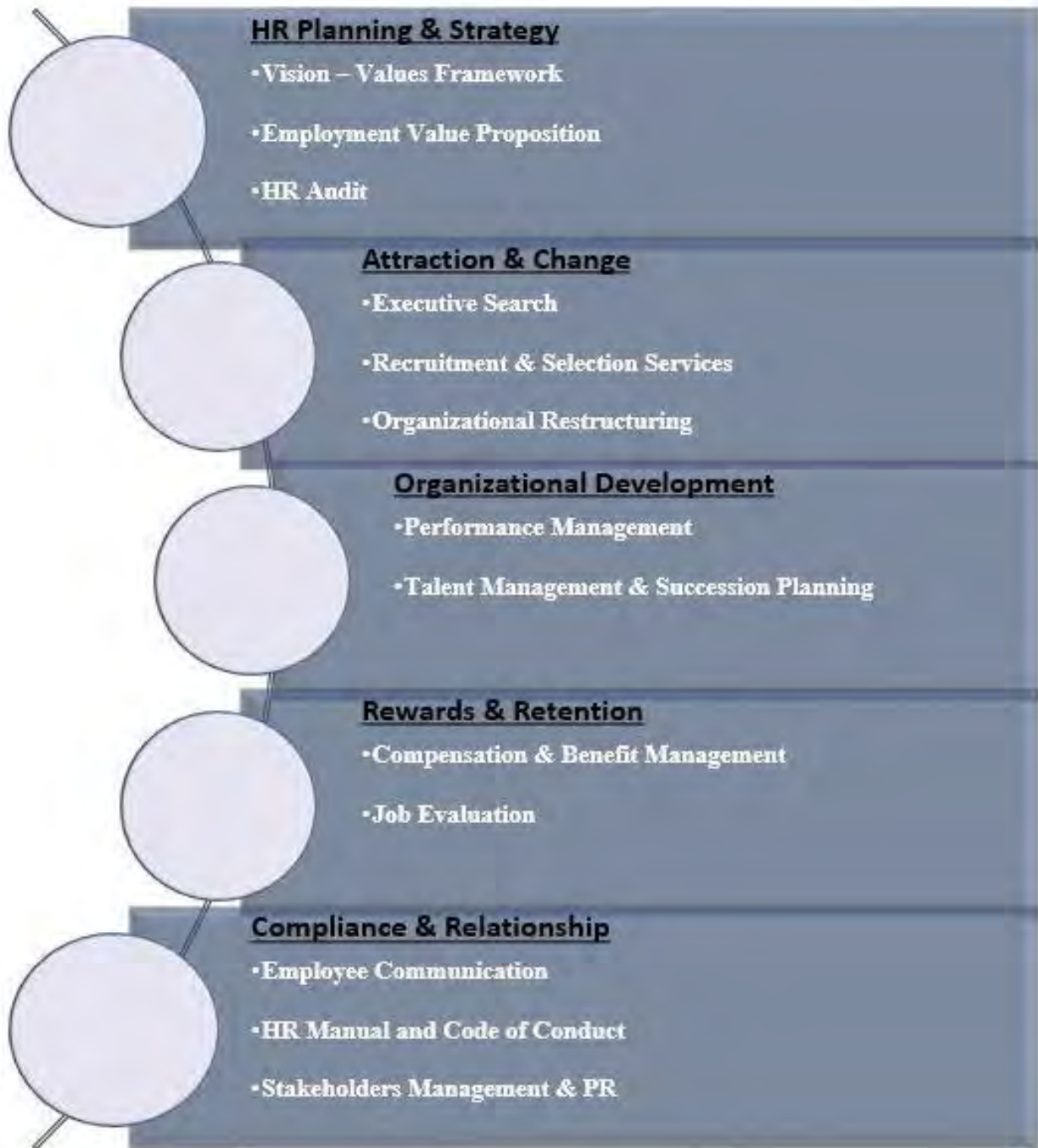
the firm. So during my period of my internship at Grow N Excel I was told and warned about not mentioning any of this which may lead other firm have this and use against Grow N Excel in order to gain competitive advantage.

- I could not meet any other likes of Grow N Excel. Because of being competitors of Grow N Excel they feared that I will leak their information to Grow N Excel and hence refrained from providing me any detail information about their organization rather than some superficial knowledge.
- Scarcity of primary data was an issue too. Before this, a very few research was done on Grow N Excel or other HR consultancy firms.
- Time constraints has to be considered too. I used to work from 10 AM to 7 PM could hardly manage to sit for research. Besides every alternative Saturday is a working day here.

## Areas where Grow N Excel exercise impact:

**Grow N Excel's** influences ranges from HR planning and strategy, organizational development to compliance and relationship. In this section of the report, these areas where Grow N Excel exercise influence has been discussed in brief.





## HR Planning and Strategy:

**Grow N Excel** not only consults but helps in making the whole planning and the strategy. This is done in several ways which are discussed below:

✓ Vision Values Framework

Grow N Excel helps its clients make proper Vision values framework by facilitating session with the topmost department of the organization by facilitating them to understand their own core values. Which is done through organized questions and presentation. Grow N Excel helps them develop a roll out plan too in this way.

✓ HR Audit

Grow N Excel performs HR Audit in order to ensure the effectiveness of current HR operation of any organization by detecting the lacking, loopholes in the organization and then Grow N Excel provides consultancy on how to mitigate all those gaps and develop one by keeping consistency with company's mission and goals

✓ Employment Value Proposition

Grow N Excel helps its clients to retain critical talent segment of the firm. EVP refers to fixed qualities that the service market and workforces remark as value they achieved in the organization. Grow N Excel helps its clients to develop the proper combination of these qualities through

- Improvement of appeal
- Strengthening commitment of the employees
- Saving and Compensation

## Attraction and Change

Grow N Excel influences this sector of the industry in the following ways:

- ✓ Executive Search

Grow N Excel is outsourced for the work of searching executive. Grow N Excel has a specialized headhunting team which is always dedicated to searching the right employee for its clients by searching them from their databases and other sources.

- ✓ Recruitment and Selection Services

Grow N Excel provides an organized procedure and equipment for its clients' recruitment. In most cases clients fails to identify the right candidate especially if it is multinational company who came newly in Bangladesh, Grow N Excel helps them in this situation.

- ✓ Organization Restructure

Sometimes Grow N Excel's clients has poor structure or a structure of hierarchy which is not cost effective. And sometimes they remain over staffed. Grow N Excel helps them redesign the whole organizational hierarchy which helps in enhanced efficacy and quicker decision making.

## Organizational Development

Grow N Excel exercise huge impact in developing organization of its clients. Some areas of it are explained below-

- ✓ Performance Management

Grow N Excel helps its clients measure and manage the performance of its employees through forecasting, supervision, assessment and developing. Grow N Excel provides analysis of the current performance and then provides a feedback on how to improve them.

- ✓ Talent Management and Succession Planning

Grow N Excel helps to preserve and grow the existing talent of clients. Which is very critical from the side of clients as they are focused on other aims. Grow N Excel with their organized and consistent process goes to make this task easy for the clients. This is done through

- Launching suitable improvement plans
- Safeguard precise investment
- Fixated retaining
- Career trail documentation

## Reward and Retention

Being a consultancy firm specialized at HR field Grow N Excel could not avoid this area too. Its influences in this area are explained below-

- ✓ Compensation and Benefit Management

Grow N Excel has an inclusive recompense plan procedure concentrating total rewards to assist any organization. Grow N Excel sensibly provides its own understandings, information to its clients regarding this. Clients' pay structure is closely observed by Grow N Excel and detection of recompense strategy doctrines in the background of finest observes. It also provides evaluation of salary and benefits with high level costing analysis.

- ✓ Job evaluation

Now a days it is crucial for any firm or organization to fix the correct job evaluation method otherwise the result may not help them go further. To this course, Grow N Excel developed a computer assisted **Job Evaluation Method** with these assistances:

- Making application easy.
- Understandable procedure and scoring
- Reliable and sound assessment results
- Understanding of new work profession and evaluation by considering its nature.
- Allows huge amount of posts to be assessed as a replacement for certain standard posts only.

## Compliance and Relationship

Grow N Excel's influence in this are includes employee communication, HR Manual & Employee Code of Conduct and Stakeholder Management and PR. These are discussed below-

- ✓ Employee Communication

Most of the organization now a days do not have any employee union. As a result employees fail to convey their message to the top management or the HR department. Grow N Excel on behalf

of them, reach the top management of the client with their messages in a systematic and effective way. This helps the client to get rid to employee dissatisfaction which takes place silently because of not having a well groomed communication with the employees. Grow N Excel is different here from the conventional one because it is equipped with well-furnished employee communication materials.

- ✓ HR Manual & Employee Code of Conduct

Researching on the clients' need, nature of the firm Grow N Excel designs HR Manual and Employee Code of Conduct to its clients, which helps them as a guide to maintain proper standard of maintaining the human resources of the company.

- ✓ Stakeholders Management & PR

Grow N Excel helps its clients maintain healthy relationship with different stakeholder through consultancy. Grow N Excel provides assistance to our clients successfully engage with the following:

- Pressure Groups
- Different Media Groups
- Related Policy Makers
- Different Related Regulators & Compliance
- And related Local Communities

*(Our Services, grownexcel.com, 2008)*

## How Grow N Excel changed the way HR department works:



Grow N Excel changed the traditional way of working in the HR field in the above mentioned ways. They are discussed in brief below:

### How Searching Executive has been changed:

Currently the work is the utmost priority Grow N Excel do is executive search. Grow N Excel perform this with talent hunt team backed by a rich database of the employees working in different organization all over the country. Grow N Excel's headhunter team search out potential employees for any position its clients seek and send the CVs of them to the clients after having a concession from the potential employees first.

Grow N Excel has a robust scheme for supporting their users in examining right candidates. Grow N Excel has huge knowledge base of employment marketplace and extensive web. Grow N Excel has information and aids to classify right level of aptitude to meet their

requirements. It follows a methodical procedure to hunt applicants. Their team covers deep practical knowledge of all basics of staffing & selection. Grow N Excel can bring the scheme within their time scale- with a clear emphasis on client facility and excellence of guidance.

Benefits clients enjoy doing it Grow N Excel's way:

- ✓ Time is saved.
- ✓ Cost of staffing and recruiting can be reduced by at least 60%
- ✓ Get works done by a specialized professional team.

Therefore, the impact is positive and vast and clients seem to buy this service for more productivity.

#### How training is imparted now:

Another team of Grow N Excel is for imparting training. It helps them to get familiarized to the environment of the corporations. Any third party employees before being sent to the clients are trained first by Grow N Excel.

Previously training used to be imparted by the company itself, where a certain group of employee needed to act as trainer, it took them lots of effort to do so. But now, with Grow N Excel training can be imparted. Here Grow N Excel arranges the whole interview itself. As a result cost reduce to a huge extent. Besides, Grow N Excel having a specialized team for imparting training it can make the training session more effective than ever. (*Talent Management and Succession Planning, grownexcel.com, 2008*)



### Reference Checking:

With increase of different criminal involvement it has become important to check the background of any employee or potential employee. Human Resource Department of any company could never afford an investigation team to search out about a potential employee before appointing.

Grow N Excel has a team which is always on field going on to various places to check and verify whether the information provided by the potential employees are valid or not.

### Arranging Interviews:

Grow N Excel itself arranges for the interviews most of the times without the intervention of clients conditionally. But mostly it arranges interview between clients and job seekers directly, where all these burden were used to be taken by the Human Resource Department of an organization alone.

### Consultancy:

Grow N Excel provides consultancy to its clients regarding how to implement and maintain the strategy in their Human Resource department in order to keep the employees satisfied.

As Grow N Excel has a very specialized team for doing such work it is often found that after consultation with Grow N Excel an organization can perform much better. Grow N Excel's consultancy team provides such consultancy to an organization after a thorough research of them.

### Working as HR dept. of the client:

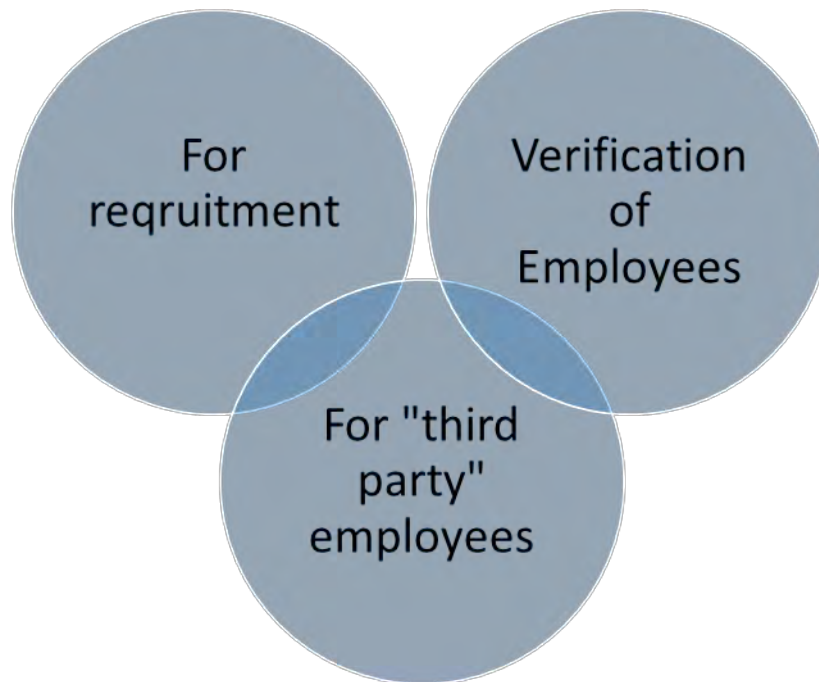
Grow N Excel from time to time work fully or partially as HR department of the clients based on how clients outsource their work to Grow N Excel.

Previously an organization with no HR department made their works done by admin officials, who barely had the idea to manage the Human Resource. But now with Grow N Excel, an organization does not need put such burden on admin officials. They can outsource it to Grow N Excel, who handles the work more professionally. *(HR operation support & Outsourcing, grownexcel.com, 2008)*

## **To what extent Grow N Excel's clients depend on it:**

Some of the Grow N Excel clients failed to develop their own HR department successfully or even if they have one they failed to do some job most often and hence felt the need of help from Grow N Excel.

Grow N Excel's clients depends on it for several services but the following three are the core services, where Grow N Excel specializes better than their clients. Hence clients cannot but depend on Grow N Excel for the following services.



For recruitment:

Any HR department of an organization is busy with the employees they already have and could not never manage to create their own talent hunt or headhunting department. Even if they can advertise their vacant post, it happens most often that the advertisement remain unseen by the person they really want and who Grow N Excel knows. That's where the need of Grow N Excel arise. So for effective recruitment clients always depends on Grow N Excel. During my internship, I was heavily involved in this work. Whenever our client asked for candidates for a vacant post, I used to go through a database of Grow N Excel, which our clients lack. From that database, I had to send the relevant CVs to the clients.

For “third party employees”:

Grow N Excel has around 300 third party employees who work for the clients. This type of employees are trained and groomed by Grow N Excel and sent to different companies to solve their problems on the basis of contract, which is temporary in most cases. This type of employees are occasionally needed, which our client cannot afford to have all the time. Here Grow N Excel have those employees and make them work for different clients at different times.

Verification:

Grow N Excel’s client do not have their own investigation department which go out on the field and verify each and every information provided on the CVs. Grow N Excel has a team to do this job. Its client before appointment of any candidate contracts Grow N Excel to verify the information of the candidate. Reference check has been introduced for this purpose.

Different ways of reference checking provided by Grow N Excel are:



"Grow N Excel" gives importance on the background checks of the potential candidates for its client. And each type of background check can provide useful information. These background checks vary in "Grow N Excel" depending upon the position for which the applicants are hired. If the firm feels that it's not getting all the information it needs, it doesn't hesitate to ask the reference to suggest another person who has experience with the applicant. This offers the option of better understanding how well the applicant is qualified for the open position.

"Grow N Excel" helps its clients through reference check in the following ways:



confirm information

- Reference check helps the firm to confirm factual information that candidates provide



measure past performance

- The company gets the revealed in-depth information about the candidates such as quality of performance, strengths and weaknesses or perhaps criminal conviction.



judge at deeper level

- Again references checks with former employers and the office of human resources may identify individuals who are not desirable to hire
- It also ensures the firm to make better and more informed hiring decisions

## How Grow N Excel creates its customer base

Grow N Excel creates its relationship by being part of different business organization and direct presentation of its service in different organization. Grow N Excel team meet up its potential client at times and through pitch and presentation they show them all the benefits the company can enjoy from Grow N Excel. But in most of cases, client contact Grow N Excel for any deal as its popularity is increasing day by day. It is to be mentioned that earlier many client were made by Grow N Excel own effort, where Grow N Excel itself approached them, through presentation they convinced them and turned them into client. This technique is even used till date by Grow N Excel, when a potential contact Grow N Excel to know more about it. But currently due to high pressure from clients Grow N Excel is not focusing on growing clients rather it is trying to retain the old client for long.

Therefore, Grow N Excel creates its customer base mainly in the three following ways:

- 
- Through Lead Consultant's network
  - Through pitch and presentation at different potential clients' office.
  - Keeping touch with different potential clients by being part of different business forum.

## **How Grow N Excel maintains relationship with its customers:**

Relationship between a client and Grow N Excel starts right at the time when they come under a contract for a vacant job's recruitment, employee training, verification of employees, or necessity of third party employees.

It is necessary to mention that the whole relationship depends upon the type and nature of the contract that take place between Grow N Excel and the client.

Sometimes the contract is time bound. Where the contract will end anytime when the purpose of the client is fulfilled. This especially happens for the works of executive search in most cases, where the recruitment is done by Grow N Excel. In this time period, clients remain dependent on Grow N Excel for that particular task. Such clients are retained by Grow N Excel by its lead consultant, who keeps a friendly corporate relation with them through different events and constant advertising of new services of Grow N Excel to them.

For training, Grow N Excel maintains the relation like any other organization who imparts training. Here the contract is done with the client with details of what to impart in training and for how many days. Contract ceases as per time. Prior to it, the whole process is arranged by Grow N Excel and it works to give full support to the client during this period.

For staffing, where Grow N Excel provides number of "third party employees" to a company or firm, the relation seems to be more long term than the previous services. As the employees here remain in a company for a long period although under a contract. The relations here lingers until all the third party employees are withdrawn. Otherwise with only one third party employee the relation will persist. And Grow N Excel will treat such organization as its clients and try its best to give all the services through that third party employee.

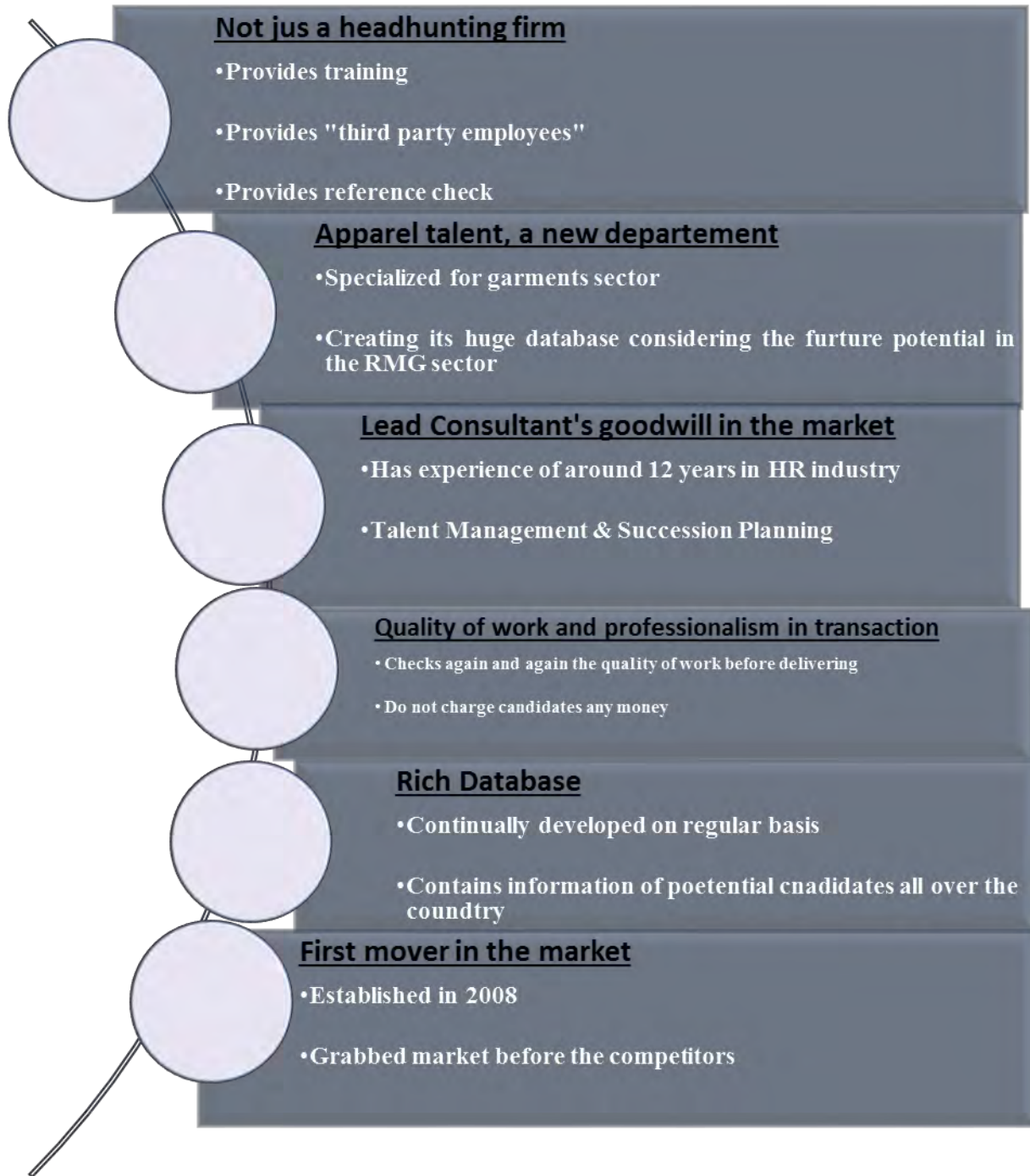
When the applicant begins the role Grow N Excel as a counselor will keep in touch with its client and new employee to ensure that both are in cooperation and meeting their commitments. Grow N Excel will remain in touch until the applicant or the third party employee has successfully

finished their trial period. Moreover, Grow N Excel helps its client in evolving retention tactics to keep their fresh team associate.

Grow N Excel work closely with their clients to understand their specific employee communication needs which are crucial to develop effective work culture and foster team work. Grow N Excel assist their clients to inform their employees to share company's activities through effective and simple communication using a range of different media. Grow N Excel communication team includes both HR, Communication & Marketing Experts to provide best support in an efficient and effective manner.



## How Grow N Excel exercise more influence in the industry than its competitors:



### Grow N Excel is not just a headhunting firm

Other consultancy firm in the industry in most cases is only focusing on the headhunting team, while some of them have only headhunting team. While Grow N Excel is a full-fledged firm which has three sister concern built for different works like training, providing third party employees, investigating for candidates' given information's validity and candidates involvement with any undesirable works.

### Apparel Talent, its sister concern

For garments industry, understanding the need Grow N Excel already developed a team separate from others, which only focus on the garment sector's human resources, which has been name **Apparel Talent**.

### Lead Consultant/CEO's goodwill in the market.

Grow N Excel's CEO has a long history of working in HR industry of Bangladesh and hence been able to create a more strong network than others and has created more links which resulted in more clients. Mr. Zulfiker Hossain has experience of more than twelve years working in the Human Resource Departments of Nestle and Citycell. During this time, he created a strong network which was effectively used during the initiation of the firm. Consequently it resulted in having more trust from the clients.

### Quality of work and professionalism in transaction

Grow N Excel does not just give away service to its clients. It checks again and again whether the standard of service has been maintained or not before it is delivered. Besides it transacts very professionally with the clients. Grow N Excel charges only its clients based on the deal and

never charges or encourages any candidates or job seeker to pay for the services unlike its competitors. As a result, job seekers put more trust on Grow N Excel. Clients also believe more in Grow N Excel than others because of its quality works.

#### Rich database of candidates

Being one of the first in the industry, Grow N Excel has been able to develop a very rich database over time, which most other consultancy firm are still building or relying on different site to source CVs.

#### First mover in the market

Besides it is always said the first mover can always be the best influencer. Grow N Excel was the first HR consultancy firm in Bangladesh established back in 2008, when no other HR consultancy firm was there. Consequently, Grow N Excel was able to have the most of the market share. Grow N Excel grabbed most of the market before any other competitor came and maintained a long term relationship with all the client.

# Conclusion

## Findings and Analysis

- Slight familiarity about this service provided by Grow N Excel among the people is the fore most problem. Potential clients having less enough knowledge about human resources consultancy firms and this has turned to be a constraint for Grow N Excel. People have lack of understanding about services related to human resources and pay little attention to these firms.
- Fiscal slump has turned into a restraint for Grow N Excel. As fiscal recession is going on Grow N Excel is not being able to do its professional works slickly which is a chief restraint for Grow N Excel. It now seems to have lower rate of yield on its venture as a result of monetary weakening.
- Competition is getting very intense in the market now a days. Lots of new consultancy firm are emerging the same area being specialized. Grow N Excel now and then have hard time competing with them despite of being at the top position sometimes.
- When it comes to technological support it appears that Grow N Excel could not fully made it. Every employee needs a computer, access to Grow N Excel's own server to carry on their work at office. But it seems that there are less computers than necessary, problem with server are not fixed at the right time in most cases. Maintenance is not done routinely too.

- Although the work hour is from 10 AM to 6 PM it is found that with workloads many employees cannot leave office before 8 PM. And every alternative Saturdays of the month remains open which can be potential reason for employee dissatisfaction ultimately leading towards less productivity.

## Recommendation

Through my time I observed that although Grow N Excel is known in the Human Resource Industry it still remains unknown to many students and many who has no idea about Human Resource Industry in Bangladesh.

- Although Grow N Excel came out as a brand in its own industry it needs to be introduced to many other thinking of upcoming future. For Grow N Excel need to involve more in different seminars, become part of more business forums, partake more in the job fair of different universities to let the students know about it, and arrange as many workshops itself.

Again Grow N Excel should go for the following steps as actions to improve its current position

- Grow N Excel should come up with more employees who are skilled and capable enough to back the firm in its robust race and who have prior experience about recruitment. Currently it seems that Grow N Excel has number of clients with lots of demands. But Grow N Excel struggles to fulfill it sometimes because of less man power. Grow N Excel needs to have more employees for itself first.
- Grow N Excel as a human resources consultancy firm should make good networks and associations with more other MNCs and national companies. This will help the firm in its staffing process. These contacts and unions will help the firm to grow up.

- Grow N Excel should update its database on regular basis. Many candidates are changing their jobs or improving in many ways but are not updating their profile with those information. Grow N Excel need to contact those and urge them to have an updated profile.
- The electronic and mechanical resource of the firm should be updated without any hesitation and without thinking of cost. Because most of them very old and out of order.
- Within the firm, it is crucial that, they should clarify who reports to whom. During my stay at Grow N Excel I found that although it has a fixed organogram, it is not abided by strictly. The firm should really think about it to make all the works more productive.
- Grow N Excel's work time are designed in a way which in no way can lead to employee satisfaction. Work time starts from 10 AM and ends at almost 8 PM in most of the days although officially it should end within 6 PM and every alternative Saturdays of the week remains open, which may lead to employee dissatisfaction. Such ways should be changed and employees should be given more flexible times.

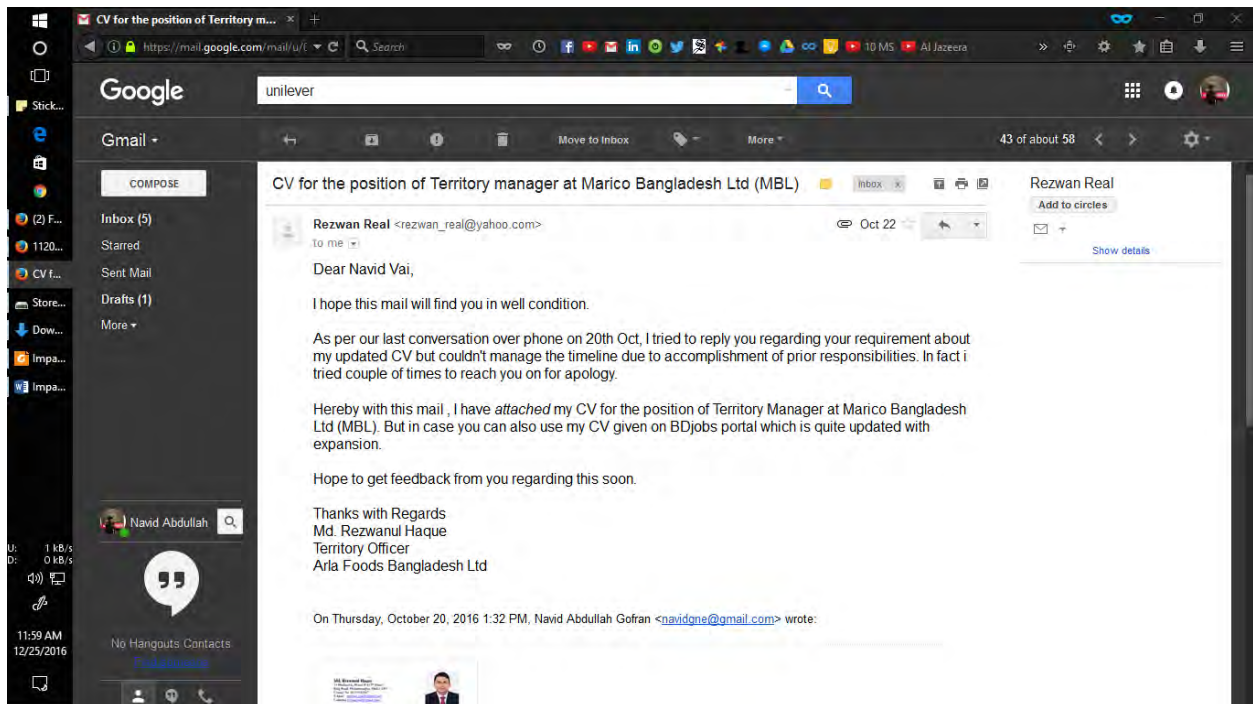
# Appendix

## Appendix-1



Exhibit 1- Corporate Logo of Grow N Excel

## Appendix-2





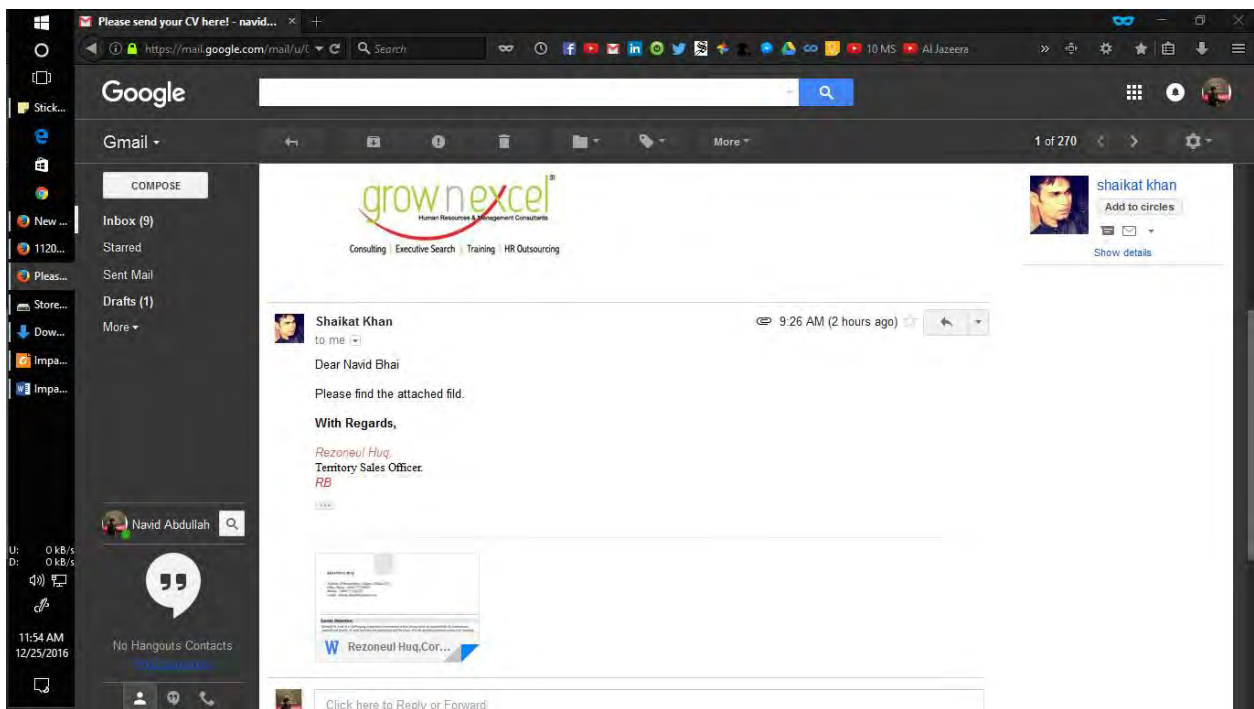
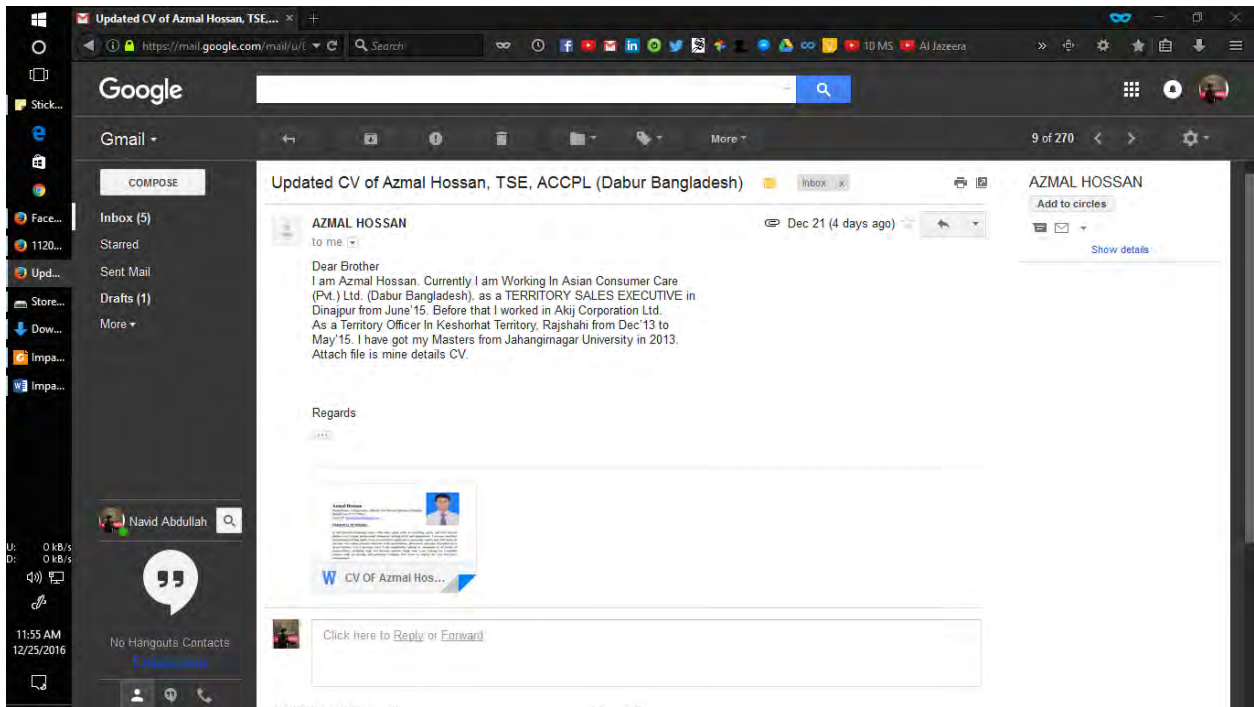


Exhibit-2: Receiving of CVs from the candidate.

### Appendix-3

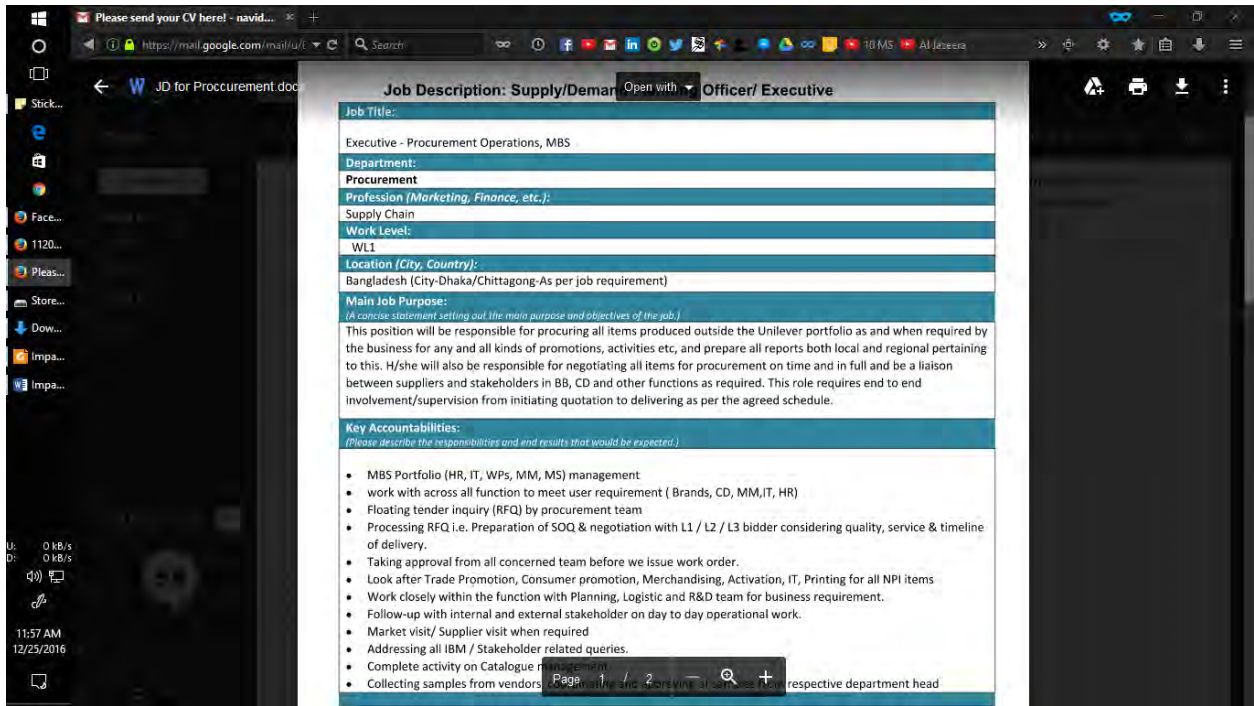


Exhibit-3: Job Description send by client

### Appendix- 4

Sl. No.	Name	Manpower Requirement	Education Qualification	
1	Plant Manager	1		
2	Manager, Operation	1	Mechanical	Riza
3	Asst. Manager, Operation	2	Mechanical/Electrical	
4	Encoding Operator	4		
5	Carousel Operator	2		
6	Check Scale & weight Operator	2		Navid_5 cvs submitted
7	Valve Testing/O-ring Valve Operator	2		
8	Scaling System Operator	2		Navid_submitted 5
9	Evacuation System Operator	2		Navid_submitted 6 cvs
10	Relief (Carousel, Check Scale & Weight, Valve testing/O-ring, Scaling & Evacuation System) Operator	4		
11	Foreman	1	Mechanical/Electrical	Navid_5 cvs submitted
12	Pump house and tank farm management operator + Bulk Loading Operator	2		
13	Ship unloading Officer	2		
14	Fire & Air Compressor Operator	2		Navid_Submitted 5 cvs
15	Foreman, Maintenance	1		
16	Mechanic Electrician	3		
17	Mechanic Helper	2		
18	Electric Helper	1		
19	Manager, Admin	1		Pool Submitted by Rudra
20	EHS & Security Deputy Manager	1		
21	Admin Senior Executive	1		
22	Asst. Manager, Finance & Accounts	1		Rudra
23	Sr. Executive, Finance & Accounts	1		
24	Sr. Executive, Delivery, Mongla	1		Navid
25	Sr. Executive, Distribution, Mongla	1		

## Exhibit-4: Checking the positions for recruitment

### Appendix- 5

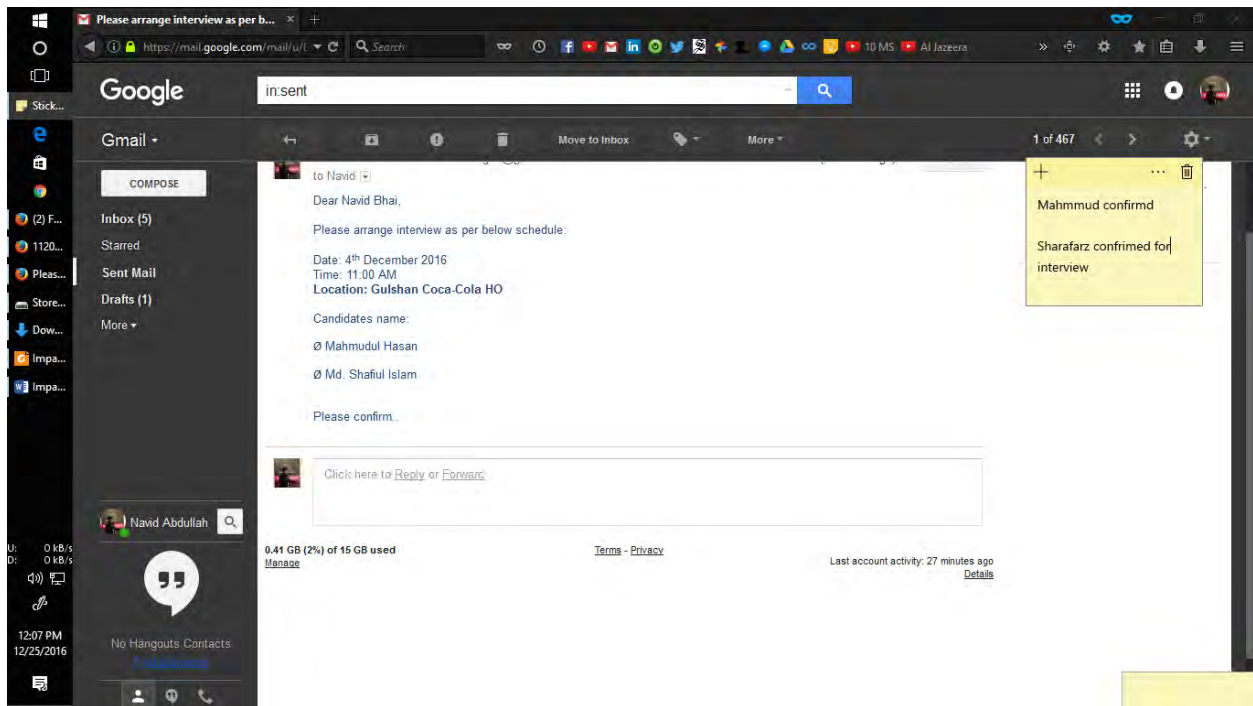


Exhibit-5: Mail from client to arrange for interview

### Appendix- 6

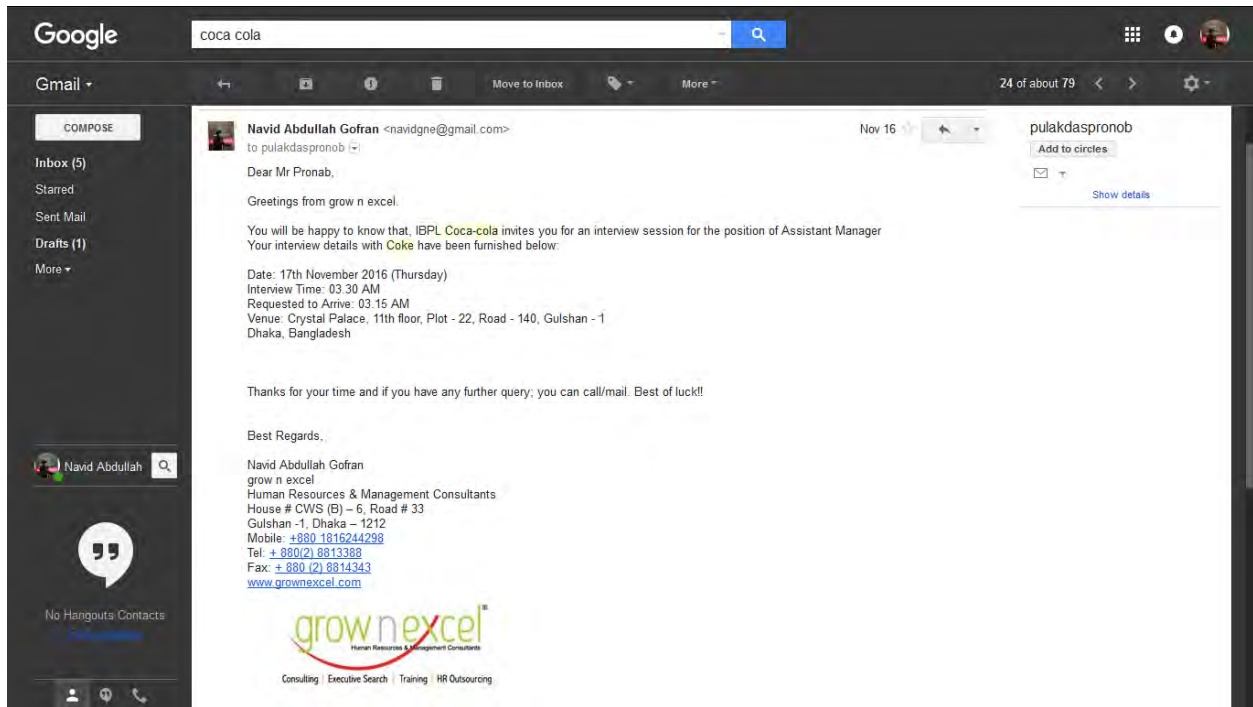
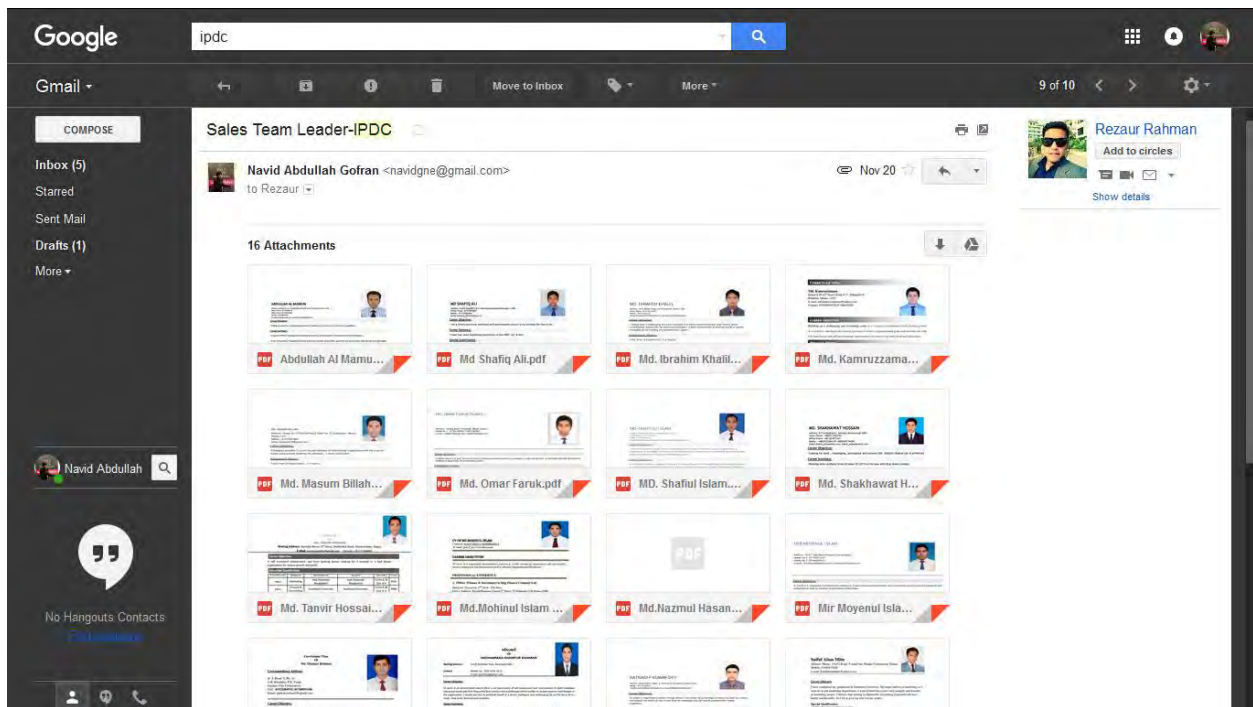


Exhibit-6: Informing candidates of interview

Appendix- 7



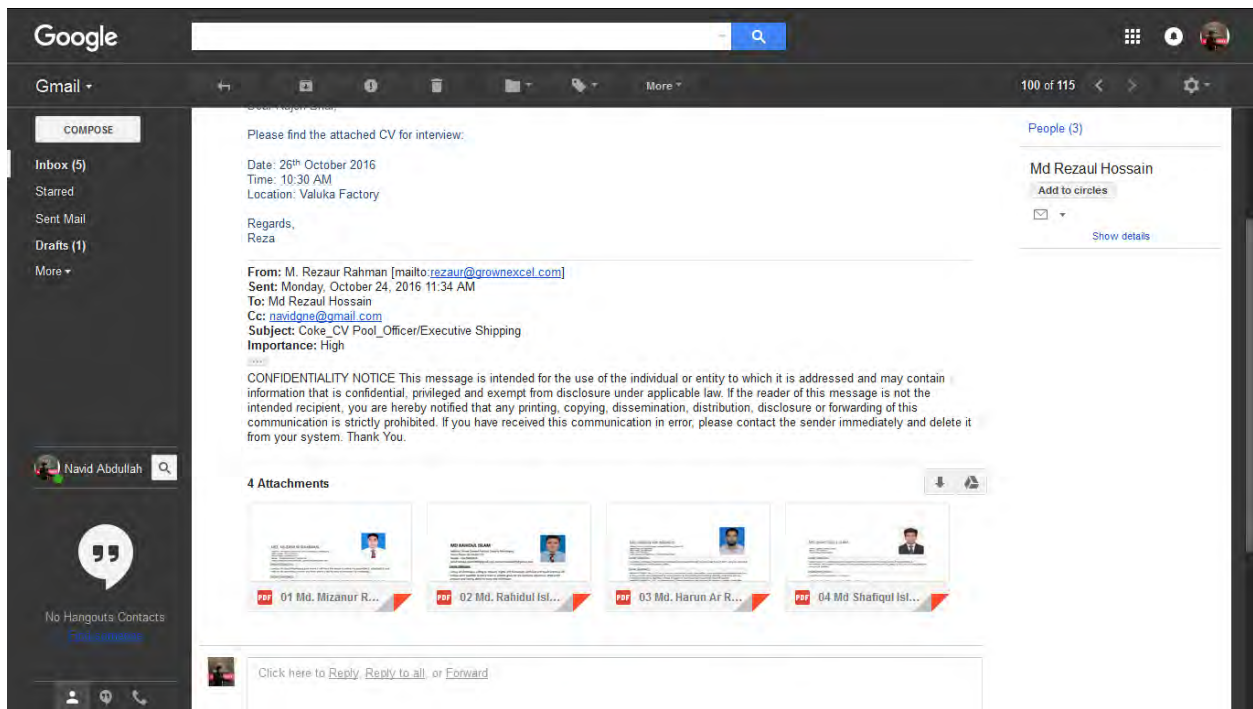


Exhibit 7: CVs send to clients for further consideration

## Appendix-8

SI No.	Name	Candidate ID	Designation	Current Industry	Education			Name of Institution	Last Update
					Graduation	Masters	CGPA		
1	Shahin Sharif	4506423	TES Admin (Financial Share Service, FSS)	Unilever Bangladesh Limited	Bachelor of Commerce	Masters of Business Administration	3.18	National University of Bangladesh/Premier University, Chittagong	Feb 2013, FSS
2	Fabia Yeasmin	4485896	Accounts officer	Nagorik Uddyog	B.B.S (Honors in Accounting)	M.B.S (Masters of Business Studies)	N/A	Dhaka City College	Feb 2013
3	Gobinda Saha	3507382	Finance and Admin Officer	HELVETAS Swiss Intercooperation Bangladesh	B. Com in Accounting	M. Com in Accounting	N/A	Govt. PC College	Jul 2014, FSS
4	Henry Rozario	4516055	Accounts Officer	Caritas Bangladesh	Bachelor of Commerce Honors (Accounting)	Masters of Business Administration (Finance)	3.93	American International University-Bangladesh	Dec 2012
5	Huraeen Jannat Ruhl	4500887	Finance Officer	NETZ Bangladesh	Bachelor of Business Administration	Masters of Business Administration	3.67	East Delta University/ North South University	Apr 2013
6	Ka.Z.Saiiah Uddin	3961231	Accounts & Finance	CEAT AKKHA LTD	N/A	Masters in Accounting, M.Com	N/A	N/A	Aug 2012
7	Mehrabun Naima Ghaffar	3960913	Finance Director	AFI Limited	N/A	Masters in Business	N/A	IBS - Bangladesh International Business School	Jan 2013

Exhibit -8: Developing database for British Council

### Appendix- 9

navid@grownexcel.com

Gmail - 8 of 9

COMPOSE

Inbox (5)  
Starred  
Sent Mail  
Drafts (1)  
More

Navid Abdullah

No Hangouts Contacts

intern cv

Navid Abdullah Gofran <navidgne@gmail.com>  
to Rudra, rudra@grownexcel.com

Dec 7

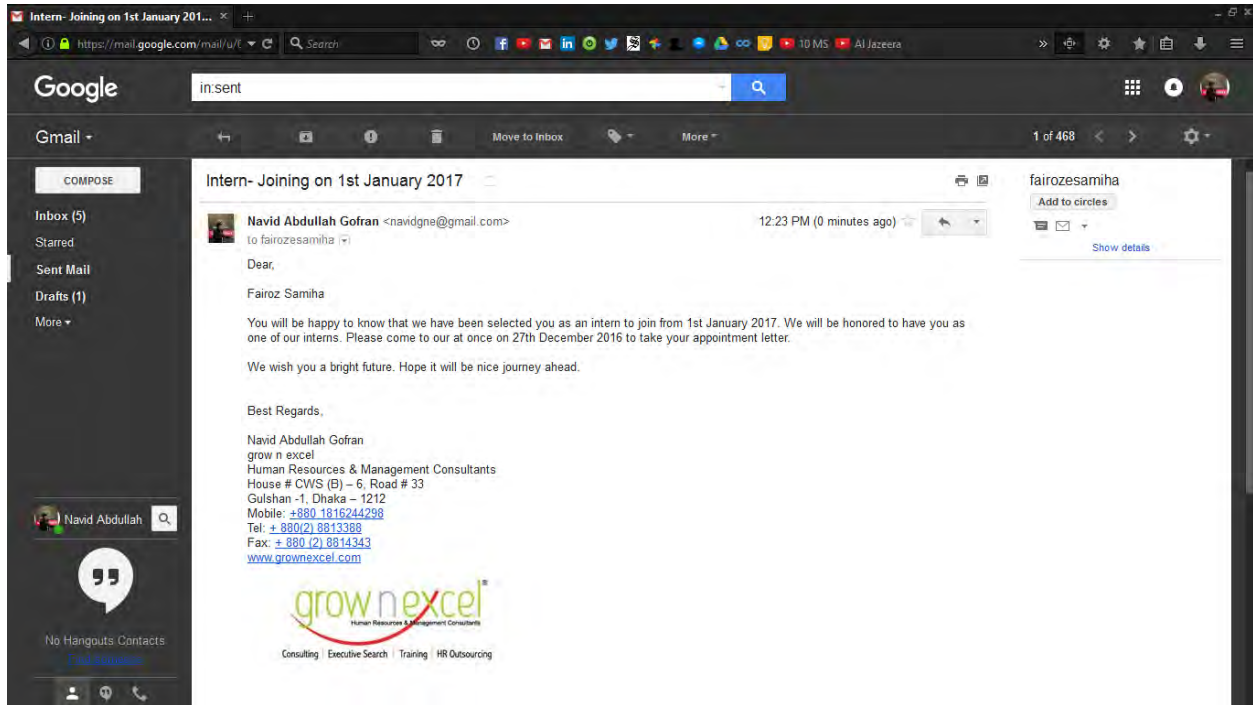
13 Attachments

- cv - Copy.docx
- CV of Hourin-1.docx
- CV of Zannatun.d...
- CV.AtiaBinteAbid...
- CV-of-Sharmin-Ak...
- NAWRIN New Res...
- Resume of Ashfa...
- Resume of Mary...
- Resume\_fairoze...
- Resume\_of\_Zerin...
- Sadia Zaman.docx
- Samila Raisa.pdf

People (3)  
Rudra Shakkhar Anthony G...  
Add to circles  
Show details

## Exhibit-9: Helping in recruiting interns for Grow N Excel

### Appendix-10



Exihbit-10: Sending confirmation to selected intern

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