



**Faculty of Business of Administration  
AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH  
(AIUB)**

**INTERNSHIP AFFILIATION REPORT ON**

**Recruitment Process of Arla Foods Bangladesh Limited**

An Internship Report Presented to the Faculty of Business Administration in  
Partial Fulfilment of the Requirements for the Degree of Bachelor of Business  
Administration (BBA)

**Supervised By**

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**Recruitment Process of Arla Foods Bangladesh Limited**

## Letter of Transmittal

June 30, 2021

Mr. R. Tareque Moudud  
Director  
Office of Placement & Alumni (OPA)  
American International University-Bangladesh Kuratoli, Dhaka.

Subject: **Submission of the internship report on Recruitment Process of Arla Foods Bangladesh Limited.**

Dear Sir

It is a great pleasure to hand in the internship report titled Recruitment Process of Arla Foods Bangladesh Limited, which was assigned to me as a partial requirement for the completion of the degree of Bachelor of Business Administration (BBA).

It is my honour and privilege to work for a leading organization in Bangladesh and to gain an in-depth knowledge on different areas. Throughout the study, I have tried my level best to accommodate information as much as I could, which I thought were relevant and informative. I tried my level best to make this report concise and informative.

I am grateful to you for your generous guidance and kind cooperation at every step of my endeavor.

I would be grateful if you would kindly accept the report and forward it to the respective department of AIUB.

Sincerely yours

Md. Ashikur Rahman Bhuiyan  
18-39004-3  
Human Resource Management (Faculty of Business Administration)  
American International University-Bangladesh (AIUB)

## **Letter of Endorsement**

The Internship affiliation report entitled Recruitment Process of Arla Foods Bangladesh Limited has been submitted to the Office of Placement & Alumni, in partial fulfilment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Human Resource Management, Faculty of Business Administration on April 28, 2021 by Md. Ashikur Rahman Bhuiyan, ID#18-39004-3. The report has been accepted and may be presented to the Internship Defense Committee for Evaluation.

(Any Opinion, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

**Md. Mehzabul Hoque Nahid**

Internship Supervisor

## **Acknowledgement**

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessings upon me completing this report. This internship report is an actual picture of effort of so many people. For this, I am grateful to a few people who helped me to organize this report and their kind opinion, suggestions, instruction, cooperation, and appropriate guideline for this. I have received endless support, cooperation, and guidance in preparation of this report from various source. I would like to take this opportunity to thank them all.

Special thanks is due to, my internship supervisor Md. Mehzabul Hoque Nahid, Assistant Professor of AIUB whose help, stimulating suggestions and encouragement helped me to fabricate and in writing this report.

I would also like to acknowledge with much appreciation from who I got information during my internship period Md. Selim, Assistant Manager HR - (ER & Wellbeing) also the other officers of Arla Food Bangladesh Limited for giving me the opportunity to do my internship and for guidelines, helps and friendly behavior. He always directs me towards the correct path and regularly review my progress in preparation of this report. He nurtured my skills during this tenure of 3 month.

## **Executive Summary**

As part of the BBA curriculum, I completed an internship at Arla Foods Bangladesh Ltd, Kunabari, Gazipur, Factory. I created this report with the help of my office and what I've learnt so far from this office about promoting operational operations of the Arla Foods Bangladesh Ltd in order to achieve the promoting goals and targets, as well as recruiting and selection.

Arla Foods became the world's largest dairy producer after it completes 131st year in 2019 in the industry also has been the top maker of dairy stock in Scandinavia (Arla 2022b). Arla provides the top-quality material to its customer and also it started a tagline "close to nature". The actual owners are from Sweden, Denmark, and other European countries with 12,700 and more farmers (Arla 2022b). Arla Foods has a legacy in Bangladesh over 50 years with a loyal customer base for their Dano brand. Brand Dano has been rolling on people's heart of the country because of their quality and customer focus (Mutual 2022). As a symbol of this, Dano has got the best brand award for consecutive four years. Arla is determined to develop a future of dairy "naturally, to convey prosperity and inspiration to the world". The main goal of the company is to extend the business in more countries and create highest demand for their farmer's milk and these can only happen when we can make believe our customers in a natural and reliable way. This also help to create big place in international market. Company is aiming to create a prominent position in dairy industries and enhance their market into the global international market by driving a Good Growth Strategy in 2021 (Arla 2022a). The actual objective of this report is to give a significance assessment of real instruments and methods of Training and Development of Arla in this new customary situation. How HR is handling the new situation to cope with the FMCG industry. As I have worked as an intern under Human Resource Management; I get to learn and experiences many things which is not related to our bookish knowledge and moreover I learn about the HR strategies and tactics which are necessary to run a business. The whole report is consisted of introduction, objective of the study methodology of the study, training and development steps and recommendations and lastly conclusion.

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# Chapter 1

## Introduction

### 1.1 Rationale of the Study:

As a part of my BBA degree requisite, I am currently employed as an Intern in the Arla Foods Bangladesh Limited at Gazipur, Kuna Bari. Internship is one of the foremost scopes for gaining applicable opinion, knowledge and experiences about the real-life corporate issues and culture and working with the Arla Food Bangladesh Limited, HR team members and other departments, every day I am learning something new. For completing my internship period, I was selected at the Recruitment team of Arla Food Bangladesh Limited. This was my main reason for starting my work here.

### 1.2 Objectives:

When an academic course of study is implemented in real life, it has a high value. Only a large amount of theoretical information will be of little use unless it is applied in real life. As a result, correct application of knowledge is required to reap some advantage from theoretical knowledge and make it more profitable. Internships enable such applications to be made. The internship program is a requirement for obtaining a BBA degree. A student must complete the Internship program before completing their degree. Because classroom discussion is insufficient for a student to handle a real-world business problem, this program provides students with a chance to learn about real-world situations. As unfinished consumption of the essential part of the Bachelor of Business Administration (BBA) programs from American International University-Bangladesh, I was allocated to Arla Food Bangladesh Limited. for doing my internship program for 12 weeks. The internship's main goal is to develop a thorough grasp of the workplace interaction, as well as to conduct tasks and engage oneself in the workplace. In a way, it was more to get practical intimation of all the studies, theories that I had acquired so far. This would help me to cover a way towards growth in my academic as well as personal development. I have found that there are two types of objectives for the study. They are

#### 1.2.1 Broad Objective:

The primary purpose of this report is to provide an overview of the recruiting and selection processes carried out by the Human Resources division of Arla Food Bangladesh Limited.

#### 1.2.2 Specific Objectives:

- To get a clear picture of what is going on in the talent acquisition field at the chosen organization.

- Gather knowledge and insights on Arla Foods various recruiting and selection procedures.
- To understand the competency table of Arla Foods used for recruitment.
- To get firsthand knowledge of Arla Foods Joining Procedure and formalities.
- Align theoretical understanding with actual application

**1.3 Background of the Organization:** Arla Foods is headquartered in Viby, Denmark and is a Scandinavian cooperative multinational which is the largest dairy in the United Kingdom and the largest producer of dairy products in Scandinavia (Christensen 2012). The Arla history dates back to 1881 when the first dairies in Denmark and Sweden were founded. Over the years many more co-operative dairies were founded. However, Arla Foods was formed back in 2000 as the result of a merger between the Swedish dairy cooperative Arla and the Danish dairy company MD Foods (Arla 2022b). Arla Foods is the world seventh largest dairy company with respect to turnover, and fourth with respect to milk volume. Arla signed a joint venture with Mutual Milk Products Limited in 2014. Mutual Milk is a distributor from Bangladesh that has been packaging the brand Dano milk powder since the 1960s. Arla has a 51% share and supplies bulk products, operates the repackaging plant with about 130 staff and carries out product marketing; Mutual Milk owns 49% of them, and operates a network to distribute Arla's milk powder products in Bangladesh (Mutual 2022).



Through the Country Investment Plan guidelines, the Government of Bangladesh has committed to protect and develop the local dairy industry and improving the population's nutritional status. Within agriculture, the growth of the dairy industry is one of the major concerns for the

government of Bangladesh as it aims at reducing imported milk amounts and attaining self-sufficiency in milk manufacturing by 2021. There are currently several difficulties to overcome before this ambition can be met by the government. The government promotes global dairy firms to contribute in an integrated manner to the growth of nutrition safety. The first product of Arla which came to Bangladesh is the powdered Dano when the brand was under Mutual Milk Products Limited. Operation of Arla Foods moved from Mutual to a newly formed Joint venture company named 'Arla Foods Ltd, Bangladesh' in Oct 2013. Equity structure of the JV is almost equal between Arla Foods, Denmark and Mutual, Bangladesh (Mutual 2022). Now it's under Danish management and controlled globally with few directors of Mutual as board member. Arla is increasing the product line very fast to ensure the presence of each dairy product.

**1.3.1 History:** Way back in the 1880's, dairy farmers in Denmark and Sweden formed small cooperatives to invest in common dairy production facilities. By doing this they made efficient use of their milk and higher quality products (Christensen 2012). The earnings they made from their milk were equally split between the dairy farmers and together they built a good future for themselves and the next generation on their farm. Over the years, the cooperative idea proved increasingly attractive. Small farmer cooperatives merged and became stronger. They expanded from local to regional to national cooperatives. In 2000, the largest Danish dairy cooperative merged with its Swedish counterpart and Arla Foods, the first cross-border dairy cooperative, was formed (Marcus et al 2021). In 1915, Farmers from Stockholm created the largest cooperative dairy organization which used to sell the dairy product at the chain shops. The merge between Arla and MD foods in 2000 led to the creation of what we know today as ARLA foods (Arla 2022b). Eventually, it spreaded to other countries and made itself as one of the biggest brands in the world. Now Arla foods are operating at 30 countries with over 19000 employees. Now the company is comprised of 13000 farmers who are the actual owner of the company (*Skydsgaard 2022*).

Establishment in Bangladesh: Arla's presence in Bangladesh has been around for quite some time now. From the 1920's, Dano was a popular powdered milk brand and up until 2014. In 1989, liaison office of MMPL (before becoming Arla) was set up in Bangladesh. MMPL monitored the market through sales promotion (Both for Consumers & Traders) and print advertisement (Mutual 2022). Arla Foods Bangladesh Ltd has been operating in Bangladesh since 2014 along with its FSSC 22000 (V5) certified packaging facility located in Konabari, Gazipur. Its portfolio currently includes Dano Power, Dano Growth Shakti and Dano Daily Pushti, providing dairy nourishment and nutrition to almost 1.2 crore homes in Bangladesh (Arla 2022a).

**1.3.2 Mission:** "Arla's mission is to secure the highest value for our farmers' milk while creating opportunities for their growth."

As a cooperative company owned by milk producers, our task is to ensure that we can create as much value as possible from the milk producers' milk - and thereby achieve a competitive milk price for them - for both our owners and other suppliers.

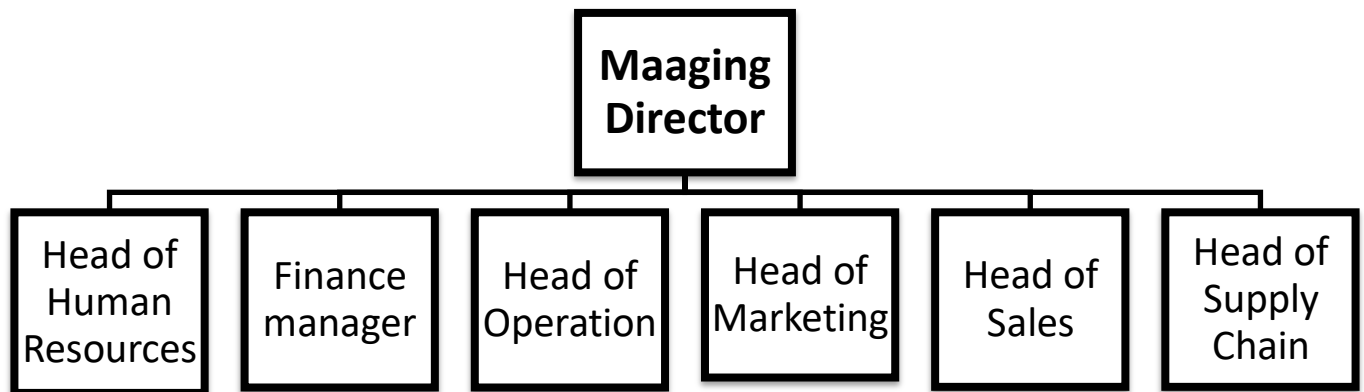
For our owners, it is important that they are confident that their milk can be sold - not only today, but also in the future. Without a secure outlook, they would not be able to develop their own farms.

**1.3.3 Vision:** "Creating the future of dairy to bring health and inspiration to the world, naturally..."  
That is the vision of Arla.

**1.3.4 Organization Structure:**



**Arla Foods Bangladesh Ltd**



**Figure1: Organogram**

## Chapter 2

### Activities Undertaken

**2.1 Work Related Activities:** During my 3 month I have worked in end-to-end recruitment process During my internship, I was involved in numerous HR activities, such as taking care of the recruitment and selection process, updating the database, posting job advertisements, removing job advertisements once vacancies have been filled, documenting personnel files, etc. by Arla Foods Bangladesh Ltd.

Arla Foods Bangladesh Ltd has trained, thoughtful, and dedicated people who similarly pit the organization against other market participants beforehand. It is believed that it has differentiated an oversized and environment friendly workforce to meet the corporate objective. Therefore, the company can demonstrate the greatest amount of attention and effort to hiring trained and capable people who are ready to face challenges in order to achieve corporate goals. The position of the human resources department in attracting, retaining, and motivating qualified and knowledgeable staff is enormous.



#### 2.1.1 Orientation and training

Arla Foods Bangladesh Ltd I was engaged for weeklong induction program. I had to go to several managers and departments to figure out how the factory and all the department's function works. How Brands are Interconnected Supply chain, Brand, and Customer Development. As an HR

intern, I had thoroughly investigated HR behavior. At the same time, how to connect all the data from various departments and submit it to the HR head.

### **2.1.2 Assisting the recruitment process**

As an intern, I received a lot of assistance from my employers, and as a result, I was able to work in practically every area of the factory. I felt like I was a part of the recruiting process. I'd sit next to the HR person and help him while also learning how the system works. I also reviewed the candidates' CVs, selected them, and scheduled interviews with them.

Following the completion of the application, interviews are held in accordance with the post's requirements, which include written, viva, and practical tests on an individual's competence. The selected applicants are given an appointment letter that clearly states all the terms and conditions of the service. The candidate is expected to arrive on the specified date on the appointment letter.

### **2.1.3 Conduct Requirements**

Arla demonstrate a strong corporate culture. Employees are required to behave in a way that contributes to operational effectiveness, productivity, safety, and a pleasant work environment. If workers fail to satisfy the company's performance and/or behavior expectations, corrective action, up to and including termination, may be implemented. Management has the authority to select which action is suitable in each situation. Arla Foods Bangladesh Ltd does not use mandated progressive corrective action steps. The authorities have Arla Food Bangladesh Limited. Arla Food Bangladesh Limited set cameras all around to watch all activity.

### **2.1.4 Policy on Harassment Monitoring**

This is a huge concern nowadays, and if such an occurrence occurs, it may harm the company's reputation. As a result, the authorities rigorously supervise it. However, if any employee believes that he or she is being subjected to such behavior, he or she has the right to file a complaint with the appropriate authorities.

### **2.1.5 Recruitment and selection policy:**

Arla has a generalized HR policy that covers guideline for manpower recruitment and selection. According to the organization's permitted hiring method, the company hires the best individual for each position from among those made available for selection. There is no prejudice in selection based on gender, religion, caste, creed, or geography. This policy applies to any field, including promotion, separation, recruiting, transfer, and training.

1. Recruitment process at Arla starts with manpower requisition form submitted by respective department to HR. Then HR verify this in line with organogram and manpower planning.
2. After approval of HR requestion form HR department gives the job Posting /Advertising by newspaper advertisements, bdjobs, and so forth.

3. The candidate must submit the following papers with their application. The employee's detailed bio info.
  - A. Job application & CV
  - B. PP size photograph
  - C. Education certificate
  - D. Birth certificate/NID/ Passport
4. The selection procedure starts with the CVs are screened and shortlisted based on job specification and requirement. Then shortlisted candidates are called for interview.
5. Employment interviews Arla Food is as follows:
  - a) 1<sup>st</sup> written test if any and or 1<sup>st</sup> Viva with Management, (Attach-II)
  - b) 2<sup>nd</sup> Viva of selected candidates with HR regarding compensation package etc.
  - c) Background investigations of the finally selected candidates.
  - d) 3<sup>rd</sup> Viva with HOHR & MD (where applicable) and final selection based on the competencies (Skill, Knowledge & Behavior), experience, qualifications & potential to meet the requirements of the job & needs of the company.
6. For factory hiring selected candidate are sent for medical fitness testing before Job Offer
7. Then Hiring and Employment Offer is given to candidates
8. After agreeing with the job offer conditions appointment letter is given to selected candidate
9. After joining personal file of the employee is created.
10. Then the employees are sent for Induction program (For workers it is 1 day, for non-management staffs it is 3 days and for management staff it is 7-15 days long)

## Chapter 3

### Constraints/Challenges

#### 3.1 Observed in the organization:

##### 3.1.1 High Employee Engagement:

As an ideal employer Arla Foods has an influence on employee engagement. There are plenty of employment engagement activities like GMP, safety and strategic induction of employees, team building activities, picnic, quality and safety week, food safety day etc. Most of the employees of Arla are well aware of most prevalent causes of workplace issues and has an effective professional and personal relationships between colleagues. These has been helping Arla to build competent leaders and encouraging employees for professional development, which ultimately improving workplace efficiency.

Arla foods Bangladesh is committed for ensuring safe and happy workplace for these employees and stakeholder. Safety and quality is the at most priority of the company. Arla is working hard to reduce unsafe act and unsafe behavior of employees during work with awareness, and training. Employees are paid a set amount every month and the corporation is always looking for methods to make their work as easier and less their job stress as less as possible. There are many activities or options for management employee's entertainment and recharging while working. Besides Arla is encouraging its employees to maintain work life balance to its employees.





### **3.1.2. Overall morale is high**

What I have discovered that all employees including workers of Arla Foods Bangladesh is highly skilled and competent to perform their job because they are given plenty of training on GMP, food safety, EHS, operation etc. Company has a training calendar that has comes from training need assessment of individual employees and department. Besides, majority of the management staffs are very fluent in English. Arla is maintaining a high performance and learning culture at its workplace.

### **3.1.3. Safe and happy workplace:**

Arla foods Bangladesh is committed for ensuring safe and happy workplace for these employees and stakeholder. Safety and quality is the at most priority of the company. Arla is working hard to reduce unsafe act and unsafe behavior of employees during work with awareness, and training. Employees are paid a set amount every month and the corporation is always looking for methods to make their work as easier and less their job stress as less as possible. There are many activities or options for management employee's entertainment and recharging while working. Besides Arla is encouraging its employees to maintain work life balance to its employees.

### **3.1.4. Clear direction**

I discovered that there are several activities and methods is being carry out by the company to transmit its mission, vision, goal, strategies and objectives to its employees clearly. It has been assisting the organization in transforming, adapting, and shaping the future actions that assures the organization's long-term, continuous growth. Here employees clearly understand not only where they belong but also why they matter. As a consequence, many get comfortable, willing to just turn up, start taking care of today's business, and trust that someone is guiding the ship in the right direction.

## **Chapter 4**

### **Lessons Learned from the Internship Program**

#### **4.1: Lessons learned from the internship program:**

I worked in Arla Foods Bangladesh ltd HR department for three months during my internship. I had a variety of work experiences and learned a great deal about the department during that time. I learn how to function in a professional environment. I knew how to work efficiently when under pressure.

### **4.1.1: Corporate Culture:**

Every organization has its own distinct culture. It includes the values, attitudes, and ideals, norms, working language, systems, and practices of a group that works together. Just like Arla Foods Bangladesh company culture. But they treat their officers very friendly. And all the officers and employees of this organization provide all kinds of support to each other. Assisted me in all urgent tasks during my internship for 3 months taught me how to work. Arla Foods believes that good HR employees develop and manage their company culture. Moreover, Arla Foods company gives internship employees respect of management employees. They are paid first for their work. Moreover, Arla Foods Company Limited gives awards to their employees for high performance to awaken their culture. Arla set KPIs and describe and explain the targets for every individual management staffs. They also explore for employee need and respond accordingly.

Moreover, they ensure the safety of the employees of the organization. Conducts fire safety events. Moreover, every year through the annual recognition program, the officers encourage and reward the employees for their good work. During this 3-month internship, they gave me reward and thank you card for the good work, which increased my interest in my work. Moreover, every Thursday, the organization provides breakfast for all the officers and employees. I am truly blessed to have the opportunity to do my internship in such a reputed company Arla Foods Bangladesh Limited.

### **4.1.2 Practical knowledge on various issues:**

I have learned a lot from Arla foods Bangladesh limited company during 3 months long internship. As I have never worked in any organization before, I had no idea about corporate organization Sharper before. Arla foods Bangladesh limited during internship I helped in HR department er shooting all the work. Moreover, I have verified the resumes starting from the recruitment notification. Prepared TNA form for employees of organization. Moreover, I have been able to adapt myself to the new environment very easily. I helped in all the work of the annual recognition ceremony, here I always learned new things like Word, Excel, etc. I helped the kore factory workers in various tasks starting from making the salary sheet of the employees. My Arla foods supervisor explained and interpreted things to me very well that I didn't understand.

### **4.1.3 Transforming Skills (e.g. leadership, communication, interpersonal, problem solving. Etc.)**

I am Arla foods Bangladesh limited During my internship I was engaged in various activities. While working in Arla foods HR team I have led many tasks.

At the annual recognition event of Arla Foods, I led the employees in all activities of the event.

I have always kept in touch with our HR Teams at all times and also communicated with the officers and employees of all departments. I had a very good relationship with everyone during the internship and they were very friendly and supported me in all aspects.

During the internship I personally completed various tasks like visiting the factory daily and giving various directions to the workers talking to all the comms daily explaining their work.

I helped supervisors of HR team and all non-management employees to solve their problems in various tasks. Arla foods places their interns as management staff. As I am a member of Arla foods HR factory team, so I always listen to the problems of all the members of the HR team and try to solve them.

#### **4.1.4 Professionalism:**

During my internship at Arla foods Bangladesh Limited I worked with Hr department as well as other departments like finance, engineering, production, supply chain and saw how they work. During this 3-month internship, I learned a lot by listening to the conversations of all the department officials during the transportation from the office. Learn about how they work and see how they treat it above. All of them very freely advised me on various job matters. Moreover, we all play table tennis during breaks which helps to relieve our fatigue during work

## Chapter 5

### Concluding Statements

#### 5.1 Concluding Statements:

My entire time at Arla was simply amazing. For an extended 3-month internship I learned hands on how to recruit staff. I have learned from this institution how to choose the best life choices. My supervisor in the organization taught me how corporate organizations hire employees. Senior employees are helpful and show me how to work. I got the opportunity to work in one of the world-famous dairy industries which is a big find for me. It helped me overcome my nervousness about how to get the staff to work, and how they work. It has helped me explore the areas where I am lacking which in turn has helped me excel in this competitive world of jobs.

#### Organizational Recommendation

Although Arla foods HR initiatives are currently doing a good job, there is room for improvement both within and outside. The following areas were identified to simplify and enhance the factory's overall activities:

#### Recruiting more human resources employees

Currently, the firm employs 10 HR professionals across all six organizations. Because there is a high need for HR professionals in this organization, more HR personnel should be employed in order to strengthen the HR team and ensure that workers are treated effectively and that all corporate activities run well.

#### Providing more facilities to increase job satisfaction

More amenities should be provided in order to boost employee satisfaction in the organization. It is true that if employees are pleased, they will be more motivated to work, increasing production in the long term. Many amenities may be supplied to the labors, such as health benefits, festival arrangements, air conditioning, health care, and, most crucially, day care centers for female employees who do have children. Reporting Officer must be more helpful, polite, and pleasant to the Human Resources department.

#### HR should keep an eye on the director's command.

According to my observations, one of the primary causes of employee turnover is poor management. The management puts them through with a lot of trouble. The management also accepts bribes from them in exchange for hiring them or referring them to HR. This allows them to provide precise guidance to the employee.

It would be prudent for the people responsible for designing the curriculum to assist first-year students in gaining familiarity with the needs of the industry as soon as possible in their academic careers. It will assist them to grow their perspective towards employment, and they will obtain the right elements to create a correct and powerful conception towards internship, and therefore employment. This will help them build their perception towards employment. According to (Nahid & Farhana, 2021) employers from the business world in Bangladesh expect qualities such as Continuous learning abilities, generic skills, time management, teamwork, attention to detail, networking, extracurricular activities, professional attitudes and behaviors', and academic achievements from their interns. I have acquired these soft skills during my time as a student, which have helped me to handle the hurdles I have encountered throughout my internship and impress my employers.

## **5.2. Recommendation for AIUB:**

AIUB has improved its facilities and study materials a lot. But still when it comes to real life experience, they cannot provide anything. They can manage more opportunities to the students to improve and engagement from them.

### Opportunities to learn

Outside of the classroom, learning continues. The university should be involved in a variety of activities and programs that encourage learners to study outside of the classroom. Giving your kids opportunity to learn new things enables them to grow as individuals while also allowing them to apply part of what they learned in class to something practical.

### Enhance Your Teaching Methods

To stay up with the rest of the world, universities must update their teaching techniques in order to give students with timely and relevant information. Examine the teacher's performance reports and the outcomes of their students' grades.

### Providing real world experience

To encourage students being more independent and to get along with their bosses, universities might organize field excursions to various workplaces to gain experience. Organize more contracts with other companies to take in interns.

## Chapter 6

### Proposed Improvement Plan

#### 6.1. SWOT Analysis by Arla Foods Bangladesh Ltd.

<b>STRENGTHS</b>	<b>WEAKNESS</b>
<ul style="list-style-type: none"><li>• <b>Global Organization</b></li><li>• <b>High Quality</b></li><li>• <b>Good Will</b></li><li>• <b>Biggest Fortune</b></li><li>• <b>Brand New Product</b></li><li>• <b>Talented Workforce</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Very Limited product</b></li><li>• <b>High operating expenses</b></li></ul>
<b>THREATS</b>	<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"><li>• <b>Lack of Local Suppliers</b></li><li>• <b>Price Market Instability</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Market Extension</b></li><li>• <b>Increase in Market Demand</b></li></ul>

SWOT analysis stands for the analysis of strengths, weaknesses, opportunities, and threats of each organization. It is basically about the improvement of any organization as it allows every organization to know the strengths, weaknesses, opportunities, and threats of their organization. Arla Foods is the third largest dairy company in the world and presents several strengths, weaknesses, opportunities, and threats. After visiting the ARLA Foods office, I learned about the strengths, weaknesses, opportunities and threats of the HR Manager, Mr. Ali Ahsan Khan.

#### **Strengths:**

- **Global Organization:** Because Arla Foods is a global organization, it has its own identity and is therefore universally accepted by consumers and customers in our country.
- **High Quality:** As a global organization, Arla Foods produce High quality products for consumers. Quality is also maintained centrally. Thus, the consumer can trust the products and the consumer is served with high quality products.

- **Good will:** Arla Food has good will and therefore the company's products are widely used by consumers and customers. The products have good brand equity. Loyal customers only prefer Arla Foods products when product quality is maintained.
- **Biggest Fortune:** In Bangladesh, one of Arla Foods. DANO Milk powder has been on its journey in Bangladesh since 1961. It was the leading brand back then when we thought of milk powder, only the name DANO came to mind. Although there were other major competitors, they envisioned DANO as the only powdered milk available. This is the great strength of Arla Foods in Bangladesh.
- **Brand new product:** Arla Foods' new UHT milk products are a strength, as there is a growing market for UHT milk products in Bangladesh. Arla Foods Bangladesh just introduced five new UHT milk variations.
- **Talented Workforce:** Arla Foods Bangladesh has developed a well-qualified and talented workforce, which is one of the strategic goals of the company.

**Weakness:** Very Limited Product- In Bangladesh, Arla Foods has a relatively limited line of products. Arla Foods AMBA is a globally recognized brand for milk, butter, and cheese, however in Bangladesh, only milk powder and recently announced UHT milk are accessible, indicating a weakness.

## 6.2 Proposed Improvement Plan for the organization:

<b>Existing Problem/Weak Areas of the Organization as identified in the AR</b>	<b>Actions to be Taken/Proposed Solution to the Problem</b>	<b>Strategy (Mode of implementation or ways of addressing the problem)</b>	<b>Office/Personnel Involved (Who will implement and who will benefit/affected by the Action/Solution)</b>	<b>Resource Requirements (Manpower and Financial)</b>	<b>Expected Concrete Result/Outcome</b>
Overall morale	Activity and training.	Employee satisfaction and engagement survey	HR department will perform conduct this survey	Manpower and Financial	Will have a better communication with buyer.
Employee turnover	Increase employee and provide benefits for encouragement	Provide increments, leaves, and allowance.	The employee will get benefits and the organizational workforce will increase	Financial	The workload distribution will be easier



Lack of market research	Research on what is new and what can be implement	Take notes on what's new to the global market	Organization will be benefited	Manpower and Financial	Will stay on top of the demand market
Update the jibika software	The software need to be updated to the web version	Should go on a contract with jibika	Overall morale	Financial	Work will be easier and faster

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# APPENDICES

## Appendix A:

### Resume

OF

## Md. Ashikur Rahman Bhuiyan

56, East Mollartek (Prembagan)

DakshinKhan, Dhaka-1230

Mobile:+8801863439675

Email: ashikurrahman0419@gmail.com



### Career Objective:

A recent graduate in Human Resource Management, looking for an Entry Level Human Resource Administration position with your Company to utilize high-level communication skills, leadership abilities, clerical skills, and knowledge of the domain.

### Education Background:

#### **Bachelor of Business Administration (B.B.A)**

Institution : American International University-Bangladesh  
Subject : Human Resource Management  
Result : CGPA- 3.29  
Passing Year : 2022

#### **Higher Secondary School Certificate (HSC):**

Institution : Mollartek Udayan High School And College  
Group : Business Studies  
Result : GPA-3.09  
Passing Year : 2017

#### **Secondary School Certificate (SSC):**

Institution : MollartekUdayan High School And College  
Group : Business Studies  
Result : GPA- 4.17  
Passing Year : 2015

#### Language :

- Reading, Writing and speaking in both Bengali (First Language) and English ( Second Language)

#### Skills:

#### Software Skill

- PowerPoint
- Excel
- MS word

#### SKILL HIGHLIGHTS

- Decision maker
- Complex problem solver
- Service-focuse
- Leadership

#### Personal Information:

Name : Md. Ashikur Rahman Bhuiyan  
Father's Name : Late Md. Amir HossinBhuiyan  
Mother's Name : BilkisAkteer  
Present Address. : 56, East Mollartek (Preambagan) Dakshin Khan, Dhaka-1230.  
Permanent Address : P.O- Taltala, P.S- Kasba, DIS- B. Baria, V- Dharmapur  
Date of Birth : 22 November 1999  
Nationality : Bangladeshi (By Birth)  
Religion : Islam  
Marital Status : Unmarried  
Gender. : Male  
Blood Group. : O +ve  
Heights : 5 Feet-9 Inch

#### Reference:

Obaidul Islam  
Associate Professor,  
Dept. of Management & HR,  
Faculty of Business Administration,  
American International University- Bangladesh  
Email: obaidulislam@aiub.com  
Mobile 01711432911

#### Declaration:

I am the undersigned hereby declare that I will be responsible for any wrong information

.....

Date: 10/04/2022

## Appendix B: Joining Letter:



May 22, 2022

### Letter of Internship

Dear Mr. Md. Ashikur Rahman Bhuiyan,

Congratulations!

We are so pleased to appoint you as "Intern" in our HR & Admin function effective from on or before **May 23, 2022**. Initially this will be a three months internship. It might be extended upon mutual agreement further. During your internship period, you will receive **BDT 8,000/=** (Eight Thousand Taka only) monthly stipend.

Your main responsibilities will be to support our HR & Admin team, but you may be assigned for any other task whenever deems necessary by the function.

Wish you best of luck for your effort and exposure in days ahead.

For Arla Foods Bangladesh Limited

A handwritten signature in black ink, appearing to read "Md Ali Ahsan Khan".

**Md Ali Ahsan Khan**  
Head of HR & Admin  
Arla Foods Bangladesh Limited

Received  
Md. Ashikur Rahman Bhuiyan,

Arla Foods Bangladesh Limited  
Cotton House (5<sup>th</sup> floor)  
House-2, Road-113/A  
Gulshan-2, Dhaka-1212  
Bangladesh

Tel : +880 9638010011  
+880 2 8957438  
+880 2 8815264  
+880 2 8815658  
Fax : +880 2 8958553  
Email : info\_bd@arlafoods.com  
Web : www.arla.com

Factory Address:  
Kendia Kanaga Road, Dowlatbari Mikur  
Korabari PS, Gadjur-1780, Bangladesh.  
Tel: +880 9638010010

**Appendix C: Account opening form**

**Md. Ashikur Rahman Bhuiyan**

**Account number: 004612100004739**

**Southeast Bank limited**

**Kunabari, Gazipur**

