

Executive summary persuasive essay



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EXECUTIVE SUMMARY Square Textile Ltd. started its operation in 1997. It was enlisted in Dhaka Stock Exchange & Chittagong Stock Exchange in 2002. The business lines of Square Textile Ltd. are manufacturing and marketing of yarn. Its factory is located in Gazipur, Dhaka. The manufactures 100% Cotton Ring Spin Yarn or Hosiery, 100% Cotton OE Rotor For Hosiery and Knit Fabrics for 100% export oriented readymade Garments Industry. The strategic Goals and Objectives of the Company are to strive hard to optimize profit through conduction and transparent business operations and to create more competitive in the internal and external market.

In home, customer of Square Textile Limited are export oriented readymade Garments Industry. The Company also exports its products to the market of Europe & USA. The export sells increased by 19% in 2003 over the previous year. Competition level is increasing both in local and abroad market. Competition will be more stiff after 2005 when multifiber agreement will be phased out. Among the other foreign competitors Srilanka, China Pakistan and India are prominent. Square is one of the biggest employees in Bangladesh. It has a personnel and administrative department. The total number of employees are 1223.

For the employees there are systematic in house training in home and abroad. The managing director, the CEO is the head of the executive management team. Below in there are directors, executive directors and general manager. Under the direct super vision of the general manager a number of departments are controlled. The Company is going through continuous growth in production. The total production increased year on year basis at the rates of 0.43% and 1.467% during 2002 and 2003

respectively . The Company's operations are out on an aggregate basis and are managed as a single opportunity segment .

The Company uses Computer Aided Design (CAD) , Computer Aided Spreading (CAS) and Computer Aided Manufacturing (CAM) in its plant to increase the overall efficiency and productivity. OBJECTIVE: The broad objective of this report is to provide an overview of HRM practice of Square Textiles Ltd. The specific objectives of this report are : • To provide Company overview • To provide market overview and analysis • To reveal operational, management and HRM planning. • Discuss all HRM practice METHODOLOGY: To prepare this report we have collected data from different published materials.

Then we have conducted a secondary study. After that we have prepared a questionnaire and took interview of one of the executives serving in this Company. We also collect data from internet . This way we collected primary data. Thus we have used both primary and secondary report to prepare this report. INTRODUCTION: This report is prepared as a requirement of the course " Seminar in Human Resource Management. " We selected Square Textiles Ltd. Working on this organization we came to know various kinds of HRM practice which are used here. Though it is a textile, it has proved itself in the related industry as a major competitor. In this report we have followed the guidelines provided by the teacher. Here we have talked not only the HRM practice but also the marketing, management, finance and operational area of the Company. 5. Human resource management 5. 1. Human resource planning Square has a personal and administrative Department . Square is one of the biggest employers in Bangladesh. The total number of employees

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in Bangladesh . The total number of employees is 1, 223. For the employees there are systematic in house training in home and abroad .

To motivate the employees, along with salary and benefits the company provides various facilities like free meals , free transportation , 24 hour medical center , on site sports . Production and accommodation facilities includes full time supply of safe drinking water, adequate lighting and ventilation facilities from sheet. 5. 2 HR Practices of SQUARE textile Recruitment Training Performance Management Labor relation Employee relation Job analysis Job design Selection Development Incentives Benefits 5.

2. 1 Recruitment and Selection process in SQUARE

Recruitment is the process through which the organization seeks applicants for potential employment. Selection refers to the process by which it attempts to identify applicants with the necessary knowledge, skills, abilities and other characteristics that will help the company achieve its goals, companies engaging in different strategies need different types and numbers of employees. The strategy a company is pursuing will have a direct impact on the types of employees that it seeks to recruit and selection. Source of recruitment There are two kinds of source SQUARE uses for recruitment .

They are 1. External source 2. Internal source. We try to discuss all relative sources which are used for recruitment in SQUARE. 1. Internal source SQUARE thinks that current employees are a major source of recruits for all but entry-level positions. Whether for promotions or for ' Lateral' job transfers, internal candidates already know the informal organization and have detailed information about its formal policies and procedures.

Promotions and transfer are typically decided by operating managers with little involvement by HR department. 1. 1Job-posting programs

HR departments become involved when internal job openings are publicized to employees through job positioning programs, which informs employees about opening and required qualifications and invite qualify employees to apply. The notices usually are posted on company bulletin boards or are placed in the company newspaper. Qualification and other facts typically are drawn from the job analysis information. The purpose of job posting is to encourage employees to seek promotion and transfers the help the HR department fill internal opening and meet employee’s personal objectives.

Not all jobs openings are posted . Besides entry level positions, senior management and top stuff positions may be filled by merit or with external recruiting. Job posting is most common for lower level clerical, technical and supervisory positions. 1. 2 Departing Employees An often overlooked source of recruiters consists of departing employees. Many employees leave because they can no longer work the traditional 40 hours work week . School, child care needs and other commitments are the common reason.

Some might gladly stay if they could rearrange their hours of work or their responsibilities . Instead, they quit when a transfer to apart-time jobmay retain their valuable skill and training. Even if part-time work is not a solution, a temporary leave of absence may satisfy the employee and some future recruiting need of the employer. 2. External source When job opening cannot be filled internally, the HR department of SQUARE must look outside

the organization for applicants. We discuss all the external source of recruitment at bellow:

- 1 Walk-ins and Write-ins:

Walk-ins are some seekers who arrived at the HR department of SQUARE in search of a job; Write-ins are those who send a written enquire . both groups normally are ask to complete and application blank to determine their interest and abilities. Usable application is kept in an active file until a suitable opening occurs or until an application is too old to be considered valid, usually six months.

- 2 Employee referrals: Employees may refer job seekers to the HR department . Employee referrals have several advantages . Employees with hard -to -find job skill may no others who do the same work.

Employees referrals are excellent and legal recruitment technique, but they tend to maintain the status quo of the work force in term of raise , religions , sex and other characteristics , possibly leading to charges of discrimination.

- 3 Advertising Want ads describe the job and the benefits, identify the employer, and tell those who are interested how to apply . They are most familiar form of employment advertising . for highly specialist requites, ads may be placed in professional journal or out of town newspaper in areas with high concentration of the desired skills Example: General Manager- production (ref: PM) Age: 28-35 years; Graduate with specialization in garment mfgtechnologyfrom NIFT or equiv. -Minimum 10 years experience in similar position of a unit with a minimum of 1000machines. -Must have detailed hands on knowledge of industrial engineering. We offer competitive salary which is commensurate with experience and qualification. If you aspire to an exiting and rewardingcareer, send your detailed resume,

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quoting your present and expected salaries to jobs. 2. 4 Internet Now today no body thinks anything without internet. So SQUARE give their advertise at internet. Example: WWW. bdjobs. com www. square. bd. com