

Pran rfl company essay sample

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PRAN group of companies is one of the leading business institutes of Bangladesh . We have prepared report based on Practices of SHRM of Pran Food & Beverage . To prepare this report we have followed informal questionnaire. In the report we discuss about Company overview, literature review, Business strategy of the PRAN Food and Beverage, relationship between business strategy and HR practices of the organization, influence of business strategy various HR practices . PRAN encourage their employee to take part in opportunities and programs that will add to their aptitude to bring value and ensure further augmentation and achievement for themselves and the Company. Every year they are challenging their previous success. They are pleased with that what they have achieved previously but not delighted with that. (Pran Food, n. d.) and Beverage every endeavor is to outweigh their past performance. They are growing and growing in the global market. At last we shortly discuss practices of Strategic Human Resources Management in Bangladeshi local company PRAN Food and Beverage.

Introduction

The complexity of the entire globalization process, which gave rise to increasing mutual dependence of different economies, branches and organizations, makes new issues with respect to human resources and their knowledge as the sole creative factor of the new value and profit creation actual. Instead of the present day domination of natural and financial resources, the world's well-developed countries are redirecting their developmental goals and strategies toward the domination of human resources. The change in role and the way of functioning of the present day business systems as basic management subjects requires radical change in

role and importance of their employees. It is necessary to create new, modern and quality human resources that may effectively accomplish the goals of business and developmental policy; all this in conditions of huge economical uncertainty, quick technological changes, dynamical transformation and change of proprietary relationships . The competitive position of any enterprise in the present-day highly competitive market requires good and well-developed basis of employees on which all the work and strategy, both of growth and development, are founded. Development of human resources is becoming a daily and eternal challenge that any business system has to face sooner or later.

The success of an organization significantly depends upon the manner in which it manages human potentials. The main starting point of this article is that the basic resource of modern business operation is the human and that the development of employees as the most important function of human resource management in knowledge economy, represents essential change in approach to the human as the key organizational resource of gaining competitive advantage. More than ever before, as the only real competitive advantage of an enterprise, human resources are being placed in the center of all researches and of practices of developed countries, and investing into their development is increasingly considered to be the key factor of difference between successful and unsuccessful enterprises. The idea of the definition of this article's subject has emerged as a response to the present-day transitional events in the entire Serbian economy and society.

The present process of our transition, transformation of collective ownership into different forms of ownership, inclusion into global trade flows, foreign

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investments into national enterprises, etc., requires radical changes and stand on human resources, manner of their application, development and management. Enterprises are increasingly becoming “ learning organizations” which means organized, systematical learning and development on any organizational level, in any business system, at any workplace, and anywhere else where necessary. To project efficient developmental programs is becoming a strategic task for any enterprise and a basic part of its development’s overall strategy. The goal of this article is to change the perception in understanding the development of employees as both the key strategic way of business policy of qualitative growth, development and competitive advantage of any enterprise, and the basis of development of modern economy. Human resource development is an inseparable part of the organization’s development. In a dynamical environment, development of employees needs to be understood by modern organizations as the condition of survival, constant need and the basis of their own flexibility and mobility.

Background of the company

PRAN is currently the most well known household name among the millions of people in Bangladesh and abroad also. Since its inception in 1980, PRAN GROUP has grown up stature and became the largest fruit and vegetable processor in Bangladesh. It also has the distinction of achieving prestigious certificate like ISO 9001: 2000, and being the largest exporter of processed agro products with compliance of HALAL & HACCP to more than 70 countries from Bangladesh.

On retirement from Bangladesh Army in the year 1981, Major General Mr. Amjad Khan Chowdhury got involved with industrial entrepreneurship by assisting agriculture which covered manufacturing of tube well cast iron products, irrigation implements. he started Agricultural Marketing Company from 1985 based by commercial production and marketing of chinigura aromatic rice; collecting mango, pineapple, litchi and other fruits from the farmers. This company played significant role by gradual cultivation of mushroom, tomato and various spices and subsequent exports to foreign markets. This group met success by marketing of olive and other indigenous fruits after collection, processing and preservation. In recent times PRAN Group performed production and marketing by establishment of dairy, bakery and growing of various kinds of pulses, tea leaves. This group's products are being exported to about 70 countries of the world including Middle East and Africa. In last two and half decades, more than 9000 workers have been employed in (Pran RFL Group, 2008). Indirectly this group is devoted in upkeep of about more 40, 000 families.

In the year 2007, export earning stood at Tk. 100 Cr. from Drinks, Snacks, Tomato products, Tea and Rice produced by PRAN Group. Today PRAN-RFL Group produces more 25 types of light industrial and plastic products including 170 food products. This group is on the top in the export of goods out of agricultural process. (Pran, n. d.) is life literally. The objectives with which Major General Amjad Khan Chowdhury (Retired) laid the foundation of PRAN Group, those are totally successful today. In achieving the success of the name ' Program for Rural Advancement Nationally-PRAN' contributions of Mr. Amjad Khan is very significant. Son of Natore's Chowdhury family Amjad

Khan Chowdhury's father's name was Ali Quasem Khan Chowdhury. Amjad Khan Chowdhury's education life started in Dhaka. In the year 1956 he joined Pakistan Army, from then on his tireless trailing on the pathway goes on. At present this eminent entrepreneur personality not only he himself but also, kept members of the family active in these activities. His wife Sabiha is performing the responsibilities as Director of Amjad Group. Four competent descents of these parents are Azhar K. Chowdhury, Ahsan Khan Chowdhury, Uzma Chowdhury and Dr. Sera Huq. Arthokatha is proud and pleased being able to nominate this entrepreneur personality as best personality of the year for 2007.

TypePrivate

IndustryFood Processing, Textile, Appliances

Founded1981

Founder(s)Maj. Gen. Amjad Khan Chowdhury

HeadquartersPran-RFL Center, 105, Progoti Sarani, Middle Badda, Dhak
1212, Bangladesh Area servedSouth Asia, Africa, North America, Europe,
Middle east Key peopleMaj Gen (retd) Amjad Khan Chowdhury (CEO)

RevenueBDT 1 Million

Employees30, 000

HR as an important perspective

Nowadays, enterprises like Pran-Rfl Group are turned to the intangible and invisible capital, named intellectual capital. Productive tangible assets like raw materials, basic assets, and even managerial knowledge are not seen anymore as resources that create new and prosperous enterprises. Instead,
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knowledge, innovation and cooperation are becoming the three basic elements of the new infrastructure necessary to create prosperity in the new economy –knowledge economy. To preserve and improve their market position, enterprises need to be able to create new knowledge instead of relying on the existing. The dynamics of development is increasingly complex and therefore knowledge quickly becomes obsolete and there is need for new and higher quality one. The ability of actual business systems to keep the level of success and to advance further depends on human resources and their permanent development.

The new economy depends largely on the employees' skills and knowledge, to a larger extent than the traditional industrial economy. The basic property of the new economy is that non-material resources are becoming carriers of the enterprises' performances, and they results solely from the activities of human resources. The most important element in the new economy is the initiative, creative and problem-solving employees. The fact that employees may affect the use of their own potential, as well as that of other resources, makes them the most important resource in gaining competitive advantage for the enterprise. By their characteristics, other resources also influence this, but their importance depends mainly on the employees. Indeed, all the aforementioned is the starting point of the holistic approach to knowledge management. Human resources, hard-to-copy employees with specific knowledge need to be considered as the key of gaining competitive advantage for the enterprise and not only as tools to implement the determined organizational strategies.

Knowledge as the key resource of modern business operation and generator of development is an exclusively human product, inseparable from the human being as a specific creature. While physical work was visible and measurable (the well-known studies of time and motion measuring from the first days of organizational theory), knowledge is a fluid product of the human mind, often invisible, hidden and measurable only when it creates a new value. It is impossible to produce knowledge forcefully and by control. It is produced by stimulation and human developmental and spiritual challenges for which the enterprise needs to create appropriate environment. Resources themselves have strategic aspect within the organization. When we consider human resources as the enterprise's most important tool, then the most important task is to create such working environment that will stimulate the employees to develop their skills and to apply them to the maximum extent. In that way they will contribute to the development of the assigned strategy.

Common Issues of HR

Human resources issues commonly experienced by employers today include diversity, productivity, training, benefits and outsourcing. How each business deals with its specific human resources issues depends on the HR manager or director as well as company policy. Since the main responsibility of HR personnel is to oversee all areas of recruitment, hiring, employee development and termination, it's also this department's job to handle human resources issues.

Diversity is a common and important HR issue. Employers must adhere to hiring, promotion and termination practices that don't discriminate against

people of different races, ages or sexual orientations. Laws are clear that workplace discrimination won't be tolerated. A human resources director must ensure that the policies of the company are in keeping with anti-discrimination legislature.

Productivity is one of the human resources issues that continue to be a common struggle for most businesses. Employers must constantly make sure that employees are getting enough of the needed kinds of work completed so that the business is running efficiently in order to be profitable. If the company has employees who aren't pulling their weight, it decreases productivity which can decrease profitability. HR management has the responsibility of designing the workplace structure and implementing programs that help increase employee motivation and product.

- Recruiting and hiring
- Talent Management
- Law Enforcement
- Labor Relations
- Employment and skill strategies
- Shortages of professionals
- Education and Training

Currently faced problems

As a rapid growing organization, Pran-Rfl group facing some HR problems from the establishment of the company. As a developing country's one the most two common problems Faced by the company is: Employee Workforce Management

MR. Hasan Imtiaz, head, HR department, Pran-Rfl group says “ Boosting up a workforce that reflects today’s reality is another challenge for human resources departments.” To address the challenge of attracting a new generation of employees, HR professionals can tap into the popularity of the Internet. With online job postings and company websites, human resources departments are now able to conduct around-the-clock recruiting. With this wider scope, enforcement efforts can no longer be limited to the HR department and will increasingly involve numerous departments and actors within an organization.

Labor Management

Most of the manufacturing organizations face these kinds of problems because of the majority portion are related to labor. Pran-Rfl group trying to develop their management skills and make a positive outcome. The most common related issues they face:

- Role of Trade Union and Labor Rights

- Conflicting Relationship with First Line Supervisors
- Demand for Work-life Balance
- Need for Self-respect and Participation
- Job Turnover and Absenteeism
- Efficiency and Productivity of Workers
- Workers Motivational Issues

Achievable Solutions

To speed up the workforce

- Keep employees feeling their work is more than just a job.
- Take time to creatively celebrate accomplishments.

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- Grant time off to employees to pursue projects.
- Mix up the company's usual way of doing things.
- Don't forget to have fun.
- Train employees to develop positive attitudes.
- Offer time away from the office to do some good.

For Labor enforcement

- A better working environment
- Basic needs
- Supervision
- Work incentives
- Job security
- Compensations

Conclusions

Modern economy – economy of knowledge – affirms entirely new resources of nonmaterial nature, as knowledge, information, standards, quality, time, speed, design, etc. These are new resources becoming the predominant carriers of economical development. Present-day researches in the field of human resource management increasingly improve the understanding of importance of the employees in achieving business results and goals, as well as the perception that human resources have become the key competitive factor on the global market of goods and services.

Enterprises approach and understand the essence the development of their employees as capital goods seriously, considering them as potential and capital that needs to be kept, improved and developed. High-quality workers may carry and sustain competitive advantage, and they are the prerequisite of business operation of all business systems characterized by quick, dynamical, complex and not always predictable changes in the environment. Interconnection of work, education and development is the way to overcome economic crises, since a “ learning society” has to be also a “ working society”, and vice versa.

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