



Internship Report

On

Training and Development Practices and
Procedures of Maakview.Com



DAFFODIL INTERNATIONAL UNIVERSITY

Internship Report

On

Training and Development Practices and Procedures of Maakview.Com

Submitted To:

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Director of MBA program
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Program: MBA

Major: Human Resource Management
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Date of Submission: 2nd March, 2024

Transmittal Letter

2nd March, 2024

Dr. Shibli Shahriar

Director of MBA Program

Department of Business Administration

Daffodil International University

Subject: Submission of Internship Report on “Training and Development Practices and Procedures of Maakview.com”

Dear Sir,

I am presenting my internship report on the subject of "Training and Development Practices and Procedures of Maakview.Com" with the utmost respect and joy. The three (three) month internship program was fantastic since it exposed me to a variety of professional settings. While putting together the report, I tried to adhere to the instructions. The ability to gain practical experience through this internship program was excellent.

If you have any questions about the report, I'd be pleased to help. Any feedback on the report is appreciated since it helps one become a better person.

Sincerely Yours,



.....

Uday Rahman Apurbo

ID: 221-14-416

Program: MBA

Major in HRM

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Certificate of Supervisor

In partial fulfillment of the requirements for the degree of Master of Business Administration (MBA), major in Human Resource Management, Uday Rahman Apurbo, ID: 221-14-416, The internship report titled has been turned in by Daffodil International University's Department of Business Administration Faculty of Business and Entrepreneurship on "Training and Development Practices and Procedures of Maakview.Com" beneath my direction. The report's presentation has been authorized.

I'm hoping he leads a very prosperous life.



.....
(Dr. Shibli Shahriar)

Director of MBA program

Department of Business Administration

Daffodil International University

Student's Declaration

I hereby certify that the "Training and Development Practices and Procedures of Maakview.com" internship report is accurate. Embodying the findings of my research projects, which I carried out with the help of Dr. Shibli Shahriar, Director of the MBA program in the business administration department at Daffodil International University. No copyright is being violated by the work I've presented, and no parts of my report have been directly or indirectly plagiarized from earlier works. In addition, I pledge to pay for any damages brought about by a violation of the above-indicated obligations.



.....

Udoj Rahman Apurbo

ID: 221-14-416

Program: MBA

Major in HRM

Department of Business Administration

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Acknowledgment

First and foremost, my preference would sincerely show gratitude to the management team of Maakview.com for allowing me to finish my internship with their esteemed organization. I've learned a lot about the training and development process in the e-commerce industry thanks to their confidence in me. My supervisor, the esteemed Advisor Dr. Shibli Shahriar, Director of the MBA program at Daffodil International University's Faculty of Business and Entrepreneurship's Department of Business Administration, provided me with invaluable guidance and support, which I greatly appreciate. Without his guidance and assistance, finishing my report was difficult for me. Additionally, I would like to thank my colleagues and classmates who have provided encouragement and support throughout this internship. Their talks, cooperation, and exchange of experiences have made a big difference in my development as a learner and person.

Last but not least, I am grateful to Daffodil International University for giving me the information and skills I needed to finish this internship. My grasp of the subject has been significantly shaped by the education and training I've acquired.

Executive Summary

Training and development in an organization refer to the deliberate efforts made to enhance employees' skills, knowledge, and capabilities, ultimately improving their performance and contribution to the company. It involves activities like workshops, seminars, and on-the-job training aimed at fostering continuous learning and professional growth among staff members. This internship report delves into the Training and Development practices at Maakview.com, a burgeoning e-commerce venture headquartered in Bangladesh, specializing in retailing a diverse array of computer-related merchandise, ranging from laptops and printers to desktops and toner. Established in 2021, the company aims to streamline the purchase process for high-quality computer products. Training and development refer to the systematic process of enhancing employees' skills, knowledge, and competencies to improve their performance and facilitate their career growth within an organization. The primary objective of this report was to evaluate the practical application of theoretical knowledge gained during my MBA program within the context of Training and Development practices at a Bangladeshi e-commerce entity like Maakview.com. Primary and secondary sources of information were utilized in the report's preparation. Primary data stemmed from my daily observations and tasks undertaken during the internship, while secondary data encompassed the Employee Handbook, company website, and relevant literature. The report meticulously delineates Maakview.com's meticulous approach to staff training and development initiatives, elucidating the methodology employed in data collection and HR policies. Specifically, the training and development section expounds on the intricacies of the training process, including needs analysis, program design, implementation, evaluation, and reinforcement. Various training modalities, such as on-the-job training and online courses, are explored.

The overarching aim was to scrutinize the Training and Development practices within the HR and Admin divisions, culminating in a series of recommendations aimed at enhancing the existing processes.

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Chart of Summarization

S. N	Summarization	Interpretation
1	HR	Human Resource
2	SR	Sales Representative
3	ISO	International Organization for Standardization
4	CR	Campus Recruitment
5	UX	User Experience
6	UI	User Interface
7	QA	Quality Assurance
8	CRM	Customer Relationship Management

Chapter - 1

Introduction

1.1 Introductory:

Training is a systematic process aimed at equipping individuals with specific knowledge and skills for their current roles. On the other hand, Development is ongoing growth preparation for future responsibilities within an organization. Training and development serve as foundational pillars that shape the capabilities and potential of a company's workforce, playing a pivotal role in steering the organization toward success. A robust training and development program not only imparts essential skills but also serves as a mirror reflecting the core values and culture of the company. Maakview.com Ltd, a significant player in the digital marketplace since its inception in 2021, specializing in a diverse array of computer-related products, places a profound focus on the continuous training and development of its personnel, ensuring a harmonious alignment with its core mission. Despite its relatively short time in the industry, Maakview.com has rapidly earned recognition for its superior products and unwavering commitment to excellence in customer service. In the ever-evolving landscape of e-commerce, this exploration delves deeply into the expansive training and development practices of Maakview.com Ltd. The company employs a comprehensive strategy, encompassing thorough needs analysis, strategic curriculum design, a diverse array of training delivery methods, ongoing skills assessments, and comprehensive performance evaluations. Maakview.com's dedication to transparency and fairness extends seamlessly into its training and development processes, ensuring that employees receive personalized training addressing individual needs while aligning with overarching organizational goals. The strategic emphasis on continuous learning and skill enhancement not only underscores the company's commitment to excellence but also positions Maakview.com as a trailblazer in the competitive e-commerce market of Bangladesh. From specialized training programs designed to keep pace with the rapidly evolving tech landscape to mentorship initiatives fostering professional growth, Maakview.com invests in its human capital. This internship program aims to unravel the intricacies of Maakview.com's internal practices, exploring how its training and development programs contribute to not only the individual growth of employees but also the collective strength of the company. As we navigate through the organizational framework, we seek to understand how these initiatives align with Maakview.com's overarching goals, propelling it toward a future characterized by sustained success and prominence in Bangladesh's digital market.

1.2 Review of the Literature:

The flourishing e-commerce sector in Bangladesh has garnered substantial scholarly attention, resulting in a rich body of literature that scrutinizes various facets of this dynamic industry. Recognizing the sector's pivotal contribution to the national economy, researchers have increasingly turned their focus toward understanding and evaluating training and development practices within organizations operating in the e-commerce landscape. While prior research has extensively explored the transformative impact of e-commerce on trade and economic growth (Ahmed & Chowdhury, 2018), this literature review shifts its emphasis to the domain of human resource management, with a specific lens on training and development practices. Within the rapidly evolving e-commerce environment, talent acquisition and cultivation emerge as critical determinants of organizational success. Armstrong (2017) argues that effective training and development strategies are fundamental in ensuring that organizations acquire and nurture the right talent to propel their objectives. This becomes particularly relevant in the context of the fast-paced and competitive nature of the e-commerce industry in Bangladesh, where the continuous evolution of skills is imperative for sustained success. In the broader spectrum of Human Resource Management (HRM) in e-commerce, Guo and Feng (2019) shed light on the central role of effective HR practices, specifically focusing on training and development. Their research emphasizes the significance of HR functions in employee management, workforce development, and organizational sustainability, underscoring the intricate connection between these elements in the context of a highly competitive sector. In addition to the aforementioned literature, Hasan and Islam (2023) offer insights into the role of leadership in driving effective training and development initiatives within e-commerce organizations. Their research emphasizes the importance of leadership commitment and involvement in fostering a culture of continuous learning. As we transition to the analysis of Maakview.com Ltd's training and development practices, this literature review establishes a foundational understanding of the e-commerce industry's broader context in Bangladesh. It highlights the critical role played by efficient HR functions, particularly in training and development, in shaping organizational success within this dynamic and competitive landscape. The synthesis of existing knowledge provides a framework for evaluating and contextualizing the specific strategies employed by Maakview.com Ltd in enhancing the skills and capabilities of its workforce.

1.3 Origin of the study:

DIU – Daffodil International University has introduced a compulsory internship program for the students of Masters of Business Administration – MBA under the supervision of respectable teachers in the Faculty of Business Administration- FBA to allow us to gain practical knowledge from different business fields. A student of Daffodil has to complete this practicum knowledge from the business field. As a student of business administration, I have to fulfill at least 12 weeks of involvement within the organization. I have chosen Maakview.com. An E-commerce Platform located at Elephant Road in Dhaka and worked as an intern. It is a great pleasure for me. I got proper supervision from my academic supervisor Dr. Shibli Shahriar Director of the MBA program at Daffodil International University, Faculty of Business and Entrepreneurship (FBE) throughout my internship period for the successful completion of the field.

1.4 Objectives of the study:

The study has been carried out with the following objectives:

Broad Objectives:

The encompassing objective of this study is to comprehensively assess the current training and development practices at Maakview.com and identify opportunities for improvement, aligning them with industry best practices.

Specific Objectives:

1. To comprehend Maakview.com Limited's training and development policies.
2. To examine Maakview.com Limited's training and development policies.
3. To offer some advice and recommendations that could enhance their training and development practices.
4. To identify the training and development strategy of Maakview.com Limited.
5. To explain the training needs assessment process.

1.5 Scope of the Study:

The scope of this study is to examine the training and development practices implemented by Maakview.com to enhance the skills and knowledge of its employees. The study will analyze the design and delivery of training programs at Maakview.com, including the methods used to deliver training, the frequency of training sessions, and the use of technology in training. This will include an assessment of whether the training programs align with the identified training needs of employees.

The study will also evaluate the effectiveness of the training programs by analyzing employee performance, job satisfaction, and employee retention rates. The analysis will include a comparison of the performance of employees who received training to those who did not receive training.

Additionally, the study will examine the employee development programs implemented by Maakview.com, including mentorship programs, job rotations, and leadership development programs.

1.6 Limitations:

I encountered several challenges and limitations during the course of this study, which are outlined below:

1. **Data availability:** Reliance on data provided by Maakview.com may limit the data available for analysis, potentially affecting the validity of the findings.
2. **Sample size:** The study's interviews with a limited number of stakeholders may not provide a comprehensive understanding of the process.
3. **Generalizability:** The findings may be specific to Maakview.com and may not be generalizable to other organizations or industries.
4. **Bias:** There is a possibility of interviewer or respondent bias, potentially impacting the accuracy of the findings.

1.7 Methodology of the Study:

In the course of my three-month internship with the organization, I diligently gathered data from both primary and secondary sources. Primary data was acquired through informal discussions with relevant officials, often during breaks. These interactions provided crucial insights. Additionally, I made a concerted effort to incorporate secondary sources to enrich the report's content.

Primary Data:

1. **Population:** All employees involved in or affected by Training and Development Practices at Maakview.com Ltd.
2. **Sample:** A carefully chosen sample of around 40 individuals, including those directly engaged and HR personnel. This sample ensures focused and insightful data analysis.
3. **Questionnaire Survey:** Administered to employees and HR personnel at Maakview.com for quantitative insights.
4. **Interviews:** Conducted with HR managers to gather qualitative perspectives and deeper insights into the training and development practices.

Secondary Data:

1. **Annual Reports:** Information extracted from Maakview.com's annual reports for historical context and performance indicators.
2. **Book Reference:** Insights from "Training and Development: Strategies for Enhancing Organizational Learning" by Richard A. Swanson and Elwood F. Holton II
3. **Journals and Articles:** Data and research findings from academic journals and articles related to training and development practices.
4. **Magazines, Documents, and Observations:** Information from various sources to supplement the study's dataset.
5. **Newspapers and Manuals:** Relevant data from different newspapers and Maakview.com's internal manuals.
6. **Maakview.com Website:** <http://www.maakview.com/>

Chapter – 2

An Overview of the Company

2.1 Introduction: The landscape of e-commerce in Bangladesh has undergone a remarkable transformation in recent years, and its ascendancy is poised to significantly impact the nation's economy. According to a comprehensive report by the e-Commerce Association of Bangladesh (e-CAB), the e-commerce sector witnessed an astounding 238% growth rate from 2017 to 2020, culminating in a market size of BDT 221.8 billion (US \$2.6 billion). This explosive growth reflects the changing consumer dynamics in the country, with e-commerce platforms emerging as the go-to choose for convenient and efficient online shopping.

During my internship at Maakview.com, a prominent e-commerce platform located in Dhaka, I had the privilege of diving headfirst into this dynamic industry. This report centers around the Training and Development Practices and Procedures of Maakview.com is within this transformative e-commerce realm that I sought to understand and contribute to the Training and Development Practices. In a nation characterized by its young and tech-savvy population, e-commerce platforms have masterfully tapped into the burgeoning demand for online shopping. Additionally, the scarcity of brick-and-mortar retail infrastructure in many regions of the country has elevated e-commerce platforms to an essential and accessible option for consumers.

E-commerce platforms are not only meeting the evolving needs of consumers but are also playing an increasingly significant role in Bangladesh's economic landscape. They are a catalyst for fresh opportunities, fostering a vibrant ecosystem for businesses and consumers alike. With the promise of continued investments and ongoing innovations, the e-commerce sector is poised for sustained expansion in the years ahead.

This report aims to provide an overview of my internship experience, including the skills and knowledge I have acquired, as well as the challenges and successes I encountered along the way. Through this report, I hope to reflect on my personal and professional growth, as well as demonstrate the value I have added to Maakview.com as an HR intern.

2.2 Overview of Maakview.Com:

Maakview.com is a new e-commerce website with its headquarters in Bangladesh that specializes in selling various computer-related goods, such as desktops, laptops, printers, and toner. The

company was established in 2021 to facilitate customers' online purchases of premium computer products. As a brand-new business, Maakview.com is dedicated to giving its clients the greatest experience possible. Offering a large assortment of goods, dependable and quick shipping, safe payment methods, and an intuitive website are all examples of this.

Despite being a relatively new business, Maakview.com has already made a name for itself by offering top-notch goods and first-rate customer support. Its primary focus on computer-related products guarantees that it is well-versed in its offerings and able to offer clients professional guidance and assistance.

Maakview.com is a promising business that aims to offer Bangladeshi customers top-notch computer items and first-rate customer support. It will be able to build a solid presence in the e-commerce business thanks to its emphasis on innovation and client satisfaction.

2.3 Mission and Vision of Maakview.com:

Mission:

- Deliver high-quality computer products at competitive prices to customers in Bangladesh.
- Ensure easy online purchasing with fast, reliable shipping, and secure payment options.
- Build a strong reputation for excellent customer service, expert advice, and support.
- Foster continuous innovation to meet evolving customer needs and stay ahead of the competition.

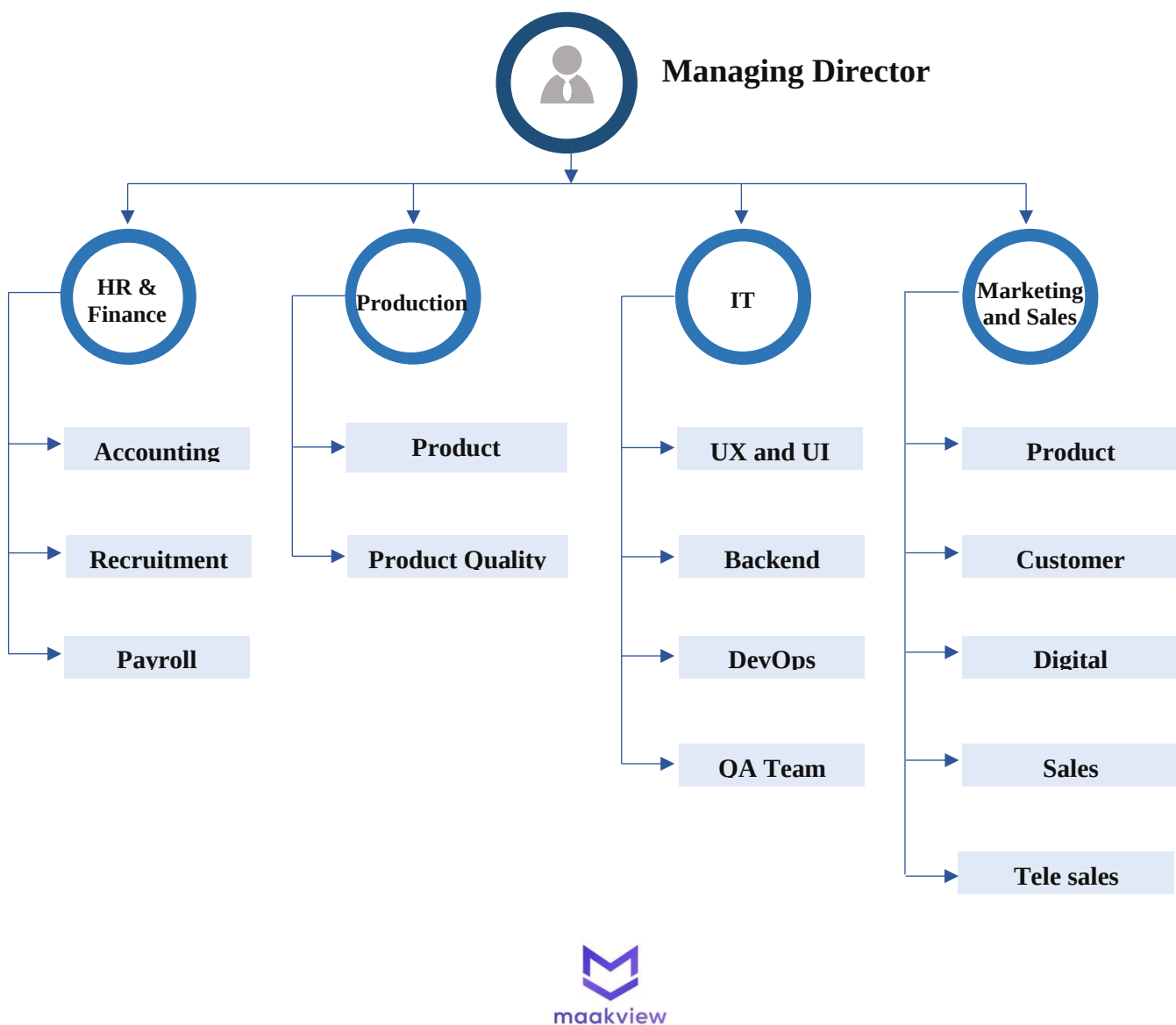
Overall, the mission of Maakview.com is likely focused on providing a positive customer experience and establishing a strong reputation as a reliable and reputable e-commerce platform in the computer-related products market in Bangladesh.

Vision:

- To become Bangladesh's top e-commerce platform.
- To focus on selling premium computer-related products.
- Objective To offer clients a simple and convenient buying experience.
- To provide a simple-to-use and intuitive website.
- To offer dependable and quick shipping choices.

- To provide clients with safe ways to make payments.
- To build a solid reputation for offering top-notch customer support.
- To increase the range of items it offers while concentrating on those connected to computers.
- To be committed to innovation and keeping abreast of current developments in the field.
- Objective To establish a significant foothold in Bangladesh's e-commerce industry.

2.4 Organizational Structure of Maakview.com:



2.5 Strategic Posture of Maakview.com:

- **Competitive Advantage:** Maakview.com's competitive advantage lies in its focus on computer-related products, which allows the company to offer in-depth knowledge and expert advice and support to its customers. The company also prioritizes innovation and customer satisfaction, providing fast and reliable shipping, secure payment options, and a user-friendly website.
- **Strategic Goals:** Maakview.com's strategic goals include expanding its product line while maintaining a focus on computer-related products, building a strong presence in the e-commerce market in Bangladesh, and establishing a reputation for providing excellent customer service.
- **Marketing Strategy:** Maakview.com's marketing strategy includes promoting its products and services through digital marketing channels such as social media, email marketing, and search engine optimization. The company also prioritizes customer retention through loyalty programs, personalized recommendations, and excellent customer service.
- **Financial Strategy:** Maakview.com's financial strategy includes optimizing its revenue streams through effective pricing and cost management, expanding its customer base through targeted marketing, and securing funding to support its growth and expansion.
- **Innovation Strategy:** Maakview.com's innovation strategy includes staying up-to-date with the latest industry trends and technology developments, investing in research and development, and fostering a culture of creativity and experimentation.
- **Sustainability Initiatives:** Maakview.com integrates sustainability into its business strategy by implementing eco-friendly packaging, minimizing its carbon footprint in logistics, and exploring partnerships with environmentally conscious suppliers. This commitment aligns with the growing consumer demand for environmentally responsible practices and establishes Maakview.com as a socially responsible player in the e-commerce sector.

Overall, Maakview.com's strategic posture is focused on leveraging its competitive advantage, achieving strategic goals, optimizing its marketing and financial strategies, and promoting innovation to drive growth and success in the e-commerce market in Bangladesh.

2.6 Business Ethics of Maakview.com:

As a startup e-commerce platform based in Bangladesh, Maakview.com is committed to upholding strong ethical values in all its business operations. Maakview.com always follows the following ethics:

- **Transparency and honesty:** Maakview.com strives to maintain transparency and honesty in all its dealings with customers, suppliers, and partners. The company provides accurate and up-to-date information about its products, services, and pricing, and communicates openly and honestly with all stakeholders.
- **Fairness and equality:** Maakview.com is committed to treating all customers and employees with fairness and equality, regardless of their background, ethnicity, religion, gender, or other personal characteristics. The company does not engage in any form of discrimination or unfair treatment.
- **Customer privacy and data security:** Maakview.com places a high priority on protecting the privacy and personal information of its customers. The company adheres to strict data security policies and practices to prevent unauthorized access, theft, or misuse of customer data.
- **Responsible sourcing and environmental sustainability:** Maakview.com takes responsibility for sourcing its products ethically and sustainably. The company works with suppliers who follow ethical and sustainable practices and take steps to reduce its environmental impact by minimizing waste, conserving energy, and using eco-friendly packaging materials.
- **Ethical marketing and advertising:** Maakview.com ensures that its marketing and advertising practices are truthful, honest, and not misleading. The company does not engage in any form of false or deceptive advertising and strives to provide accurate and helpful information to its customers.
- **Social responsibility and community engagement:** Maakview.com actively participates in social responsibility initiatives and engages with the local community. The company contributes to charitable causes, supports community development projects, and seeks to make a positive impact on the well-being of the society it operates in.

2.7 Major Competitors of Maakview.com:

Based on the information you provided, the major competitors of Maakview.com in the Bangladesh e-commerce market for computer-related products are:

- **Startech:** Startech is a leading retailer of computer hardware and accessories in Bangladesh. The company offers a wide range of products, including laptops, desktops, printers, and accessories. Startech is known for its competitive pricing and strong customer service.
- **Ryans:** Ryans is another major player in the Bangladesh computer products market, offering a wide selection of products, including laptops, desktops, printers, and accessories. The company also provides a range of IT services, including system integration, networking, and software development.
- **Techland:** Techland is a rapidly growing e-commerce platform in Bangladesh, specializing in computer-related products and accessories. The company offers a diverse range of products, including laptops, desktops, gaming accessories, and components.

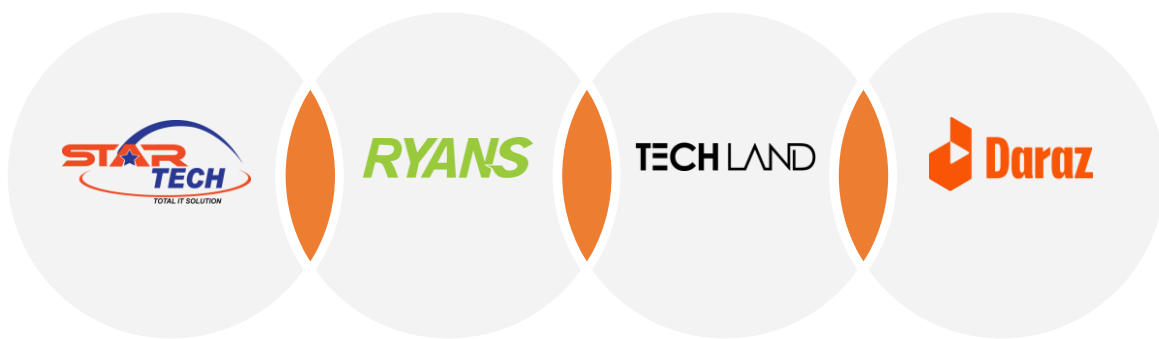


Figure:1

These competitors pose a challenge to Maakview.com's market share and require the company to develop effective strategies to remain competitive in the e-commerce market. Maakview.com's competitive advantage lies in its focus on computer-related products, strong customer service, and commitment to innovation and ethical business practices. By leveraging these strengths and developing targeted marketing and pricing strategies, Maakview.com can continue to grow and succeed in the competitive e-commerce market in Bangladesh.

2.8 SWOT Analysis of Maakview.com:



Figure:2

Strengths:

- Maakview.com has a strong focus on computer-related products, which allows the company to specialize in a niche market and develop in-depth knowledge and expertise in its products.
- The company is committed to innovation and improving the customer experience, which can help it stand out from competitors.
- Maakview.com offers fast and reliable shipping, secure payment options, and a user-friendly website that is easy to navigate, all of which contribute to a positive customer experience.
- The company has already established a reputation for providing high-quality products and excellent customer service, which can help it retain customers and attract new ones.

Weaknesses:

- Maakview.com is a relatively new company, which means it may not have the same level of brand recognition and trust as some of its more established competitors.
- The company's focus on computer-related products may limit its potential for growth and expansion into other markets.
- Maakview.com may struggle to compete with larger competitors that have greater financial resources and marketing power.

Opportunities:

- The e-commerce market in Bangladesh is rapidly growing, which presents an opportunity for Maakview.com to expand its customer base and increase sales.
- There is potential for Maakview.com to expand its product offerings beyond computer-related products and enter into other markets.
- The company can leverage emerging technologies, such as artificial intelligence and data analytics, to improve the customer experience and gain a competitive edge.

Threats:

- Maakview.com faces intense competition from other e-commerce platforms that offer similar products and services.
- Economic instability and fluctuations in the Bangladeshi currency could affect consumer spending and impact the company's sales.
- The company is vulnerable to cyber security threats, such as data breaches and hacking attempts, which could compromise customer information and damage the company's reputation.

Chapter – 3

Training and development Practices of Maakview.com

3.1 Training & Development:

Training:

Training is the deliberate process of acquiring knowledge and skills through organized instruction, aiming to enhance individual or group capabilities for improved performance and development. It involves a structured approach that often includes theoretical learning and hands-on practice, ensuring a well-rounded understanding of the subject matter.

Development:

Development typically refers to the process of growth, advancement, or progress, especially in the context of individuals, communities, or societies. It can encompass various aspects, including economic, social, personal, or organizational growth. In personal and professional contexts, development often involves acquiring new skills, gaining knowledge, and improving one's capabilities.

3.2 Significance of Training & Development:

To improve personally, professionally, and organizationally, training and development are essential and provide various important advantages.

1. **Improved Employee Performance:** Training gives staff members the abilities and information they need to carry out their jobs well. Opportunities for development help to refine already acquired abilities and promote ongoing progress, which raises performance levels all around.
2. **Enhanced Productivity:** Trained and developed staff members typically exhibit higher levels of efficiency and productivity. They can handle duties, solve problems, and make decisions more effectively, which eventually boosts productivity inside the company.
3. **Employee Satisfaction and Retention:** Offering opportunities for training and development shows the commitment of an organization to the professional growth of its employees. Thus, there is a decrease in turnover costs and an increase in work satisfaction and retention rates.

4. **Adaptability to Technological Changes:** Staff members are kept abreast of the most recent technological advancements in rapidly evolving industries thanks to training and development programs. Organizations must be adaptable to remain creative and competitive in the fast-paced business world of today.
5. **Fostering a Culture of Learning:** Investing in training and development enables the business to foster an environment in which learning is a continuous process. Employees are encouraged to learn new things, share what they know, and engage in collaborative learning.
6. **Career Development and Succession Planning:** Development initiatives assist the company in identifying and preparing its future leaders. The effectiveness of succession planning increases, ensuring a pool of competent applicants ready for leadership roles.
7. **Enhanced Employee Morale:** Positive work environments are a result of training and development. Opportunities for advancement make workers feel appreciated, which boosts morale and creates a more engaged staff.
8. **Achieving Organizational Goals:** Training and development initiatives that are in line with organizational goals guarantee that staff members are pursuing shared goals. Long-term success and the possibility of accomplishing strategic goals are increased by this connection.
9. **Competitive Advantage:** Businesses with a workforce that receives training and development are at a competitive advantage. Employees with the necessary training and expertise greatly enhance an organization's capacity for innovation, adaptation, and competitive advantage.
10. **Compliance and Risk Management:** Many times, training is required to ensure that employees understand and follow industry regulations and compliance requirements. As a result, there are fewer potential legal issues and the organization behaves more ethically overall.

In summary training and growth are crucial to building a competent, motivated, and adaptable staff that improves organizational performance and long-term viability in a competitive, fast-paced setting.

3.3 Training and Development Materials:

Training and development materials refer to resources employed to support employee learning and growth. These resources encompass various formats, including online modules, workshops, job aids, mentorship programs, and simulations.

Some of the Training and Development materials of Maakview.com are given below:

1. **Online Training Modules:** Maakview.com employs online training modules for flexible learning. Employees have the opportunity to complete modules at their own pace, covering essential topics such as customer service, sales techniques, product knowledge, and software training.
2. **Workshops and Seminars:** Maakview.com frequently hosts workshops and seminars to improve abilities and promote teamwork. These gatherings allow staff members to network with peers and gain insightful knowledge on topics like time management and leadership development.
3. **Reference Materials and Job Aids:** Maakview.com produces useful reference materials and job aids that operate as short manuals for staff members. These materials provide quick access to important information and include cheat sheets, checklists, manuals, and infographics.
4. **Mentorship and Coaching:** Recognizing the importance of individual development, Maakview.com implements mentorship and coaching programs. Experienced mentors or coaches are paired with employees, providing valuable guidance, feedback, and support to help them grow and excel.
5. **Simulations and Role-Playing:** Maakview.com incorporates simulations and role-playing exercises for hands-on skill development. Employees engage in realistic scenarios, such as customer interactions, to enhance communication and problem-solving skills in a controlled environment.
6. **Case Studies:** Real-life scenarios, presented as case studies, are utilized by Maakview.com to illustrate concepts and enhance problem-solving skills. For instance, employees may analyze case studies on handling challenging customer service situations or resolving technical issues with products.

7. **Lectures:** In addition to modern training methods, Maakview.com values traditional approaches like lectures. Industry experts or seasoned employees are invited to share insights during lectures, covering topics such as sales techniques, marketing strategies, or product development.

By integrating a diverse range of training and development materials, Maakview.com ensures a comprehensive and tailored approach to employee growth and skill enhancement.

3.4 Training needs analysis in Maakview.Com:

Training need refers to a gap in an employee's skills, knowledge, or behavior hindering their job performance. It involves identifying and analyzing the training needs of employees and designing programs to address those needs. Addressing training needs can improve employee performance, increase productivity, and help the organization achieve its objectives.

To conduct a training needs analysis for Maakview.com, the following steps could be taken:

1. **Strategic Objectives Alignment:** Ensure training efforts align with the overarching strategic objectives of the company.
2. **Role-Based Analysis:** Conduct a thorough analysis of individual job roles to identify comprehensive skill requirements.
3. **Employee Insight Gathering:** Foster employee engagement through surveys and feedback sessions to capture insights on performance and skill needs.
4. **Holistic Performance Review:** Undertake a comprehensive performance review, considering both quantitative data and qualitative aspects.
5. **Organization-wide Skill Mapping:** Map skills across the entire organization to identify commonalities and unique needs.
6. **Strategic Training RoadMap:** Develop a strategic training roadmap that prioritizes initiatives based on organizational goals and addresses identified skill gaps comprehensively.

3.5 Training & Development Process in Maakview.Com:



Figure:3

1. **Training Need Assessment:** At Maakview.com, the training process begins with a thorough assessment of the organization's needs. This involves identifying specific areas where employees may require additional skills or knowledge to align with the company's strategic goals. Employee feedback, performance data, and an analysis of job roles contribute to a comprehensive understanding of the training needs.
2. **Define Training Objectives:** Once training needs are identified, Maakview.com defines clear and specific training objectives. These objectives are directly linked to the company's strategic priorities, ensuring that the training programs align with broader organizational goals. Defining objectives provides a roadmap for the subsequent stages of the training process and helps measure the effectiveness of the programs.
3. **Design Training Program:** With defined objectives in place, Maakview.com moves on to designing customized training programs. These programs incorporate a variety of learning methods, such as online modules, workshops, and simulations. The design process

considers the diverse needs of employees and ensures that the training content is engaging, relevant, and directly applicable to their roles within the e-commerce platform.

4. **Conduct Training Program:** The designed training programs are then implemented at Maakview.com. Whether through interactive workshops or online modules, employees have the opportunity to participate in structured learning experiences. This stage focuses on delivering the training content effectively, providing employees with the knowledge and skills needed to excel in their roles.
5. **Evaluate and Follow Up:** Post-implementation, Maakview.com places significant emphasis on evaluating the effectiveness of the training programs. This evaluation involves measuring the training's effects about worker performance, assessing Acquiring abilities, and gathering feedback. The follow-up process includes adjustments to the training approach based on evaluation results, ensuring a continuous improvement cycle for ongoing development.

Maakview.com creates a flexible training and development program that can adjust to the changing requirements of the e-commerce platform and its employees by carefully adhering to these five stages.

3.6 Methods of Training & Development:





Figure:4

On-the-job training:

- **Mentoring:** A senior employee could be assigned to mentor a new employee, providing them with guidance and feedback on their performance.
- **Shadowing:** New employees could observe experienced employees as they perform their job duties to learn how to complete tasks efficiently and effectively.
- **Job rotation:** Employees could be trained in different roles or departments within the company to develop a more comprehensive understanding of the business.

Task-based training: Employees could receive on-the-job training for specific tasks they will perform in their daily work, such as how to process orders or how to handle customer inquiries.

Off-the-job training:

- **Classroom training:** Employees could attend training sessions in a classroom setting to learn new skills or receive instruction on specific topics relevant to their job.
- **Conferences and seminars:** Employees could attend industry events or seminars to learn about the latest trends and best practices in the e-commerce and computer product industries.

- **Online courses:** Employees could take courses online to learn about specific skills or topics relevant to their job, such as customer service or website design.
- **External training providers:** Maakview.com could partner with external training providers to provide specialized training for its employees, such as courses on cyber security or marketing.

3.7 Information system:

As an e-commerce platform, Maakview.com depends on several information systems to support its business and provide customers with a flawless shopping experience. Among these systems are:

- **Online Shopping Platform:** The solid e-commerce platform that underpins Maakview.com's online business is its operating system. Customers can use this platform to explore products, put them in their carts, pay securely online, and keep track of their orders. To make transactions go more smoothly, it offers tools like shopping carts, secure payment gateways, product catalogs, and search capabilities.
- **Inventory Management System:** Maakview.com uses an inventory management system to efficiently manage its product inventories. This system assists in tracking the various items' stock levels, keeping an eye on product movement, and initiating replenishment procedures when inventory hits a predetermined level. Insights regarding product availability, stock replenishment, and overall inventory performance are provided, guaranteeing prompt order fulfillment for customers.
- **Customer Relationship Management (CRM) System:** Maakview.com uses a CRM system to better organize customer communications, provide better customer support, and boost advertising. The business may save and retrieve consumer data, such as contact details, purchase history, and preferences, thanks to this system. It supports customer relationship building and maintenance, behavior analysis, and campaign and promotion personalization.
- **Order Management System:** Maakview.com has an order management system in place to streamline the processing, tracking, and fulfillment of customer orders. This system integrates with the e-commerce platform, inventory management, and shipping carriers to

ensure efficient order fulfillment. It provides real-time order status updates, generates shipping labels, and manages returns or exchanges, enhancing customer satisfaction.

- **Analytics and Reporting Systems:** Maakview.com uses analytics and reporting systems to collect and examine information about consumer behavior, sales trends, marketing campaigns, and website performance. These tools assist the firm in streamlining business procedures, making data-driven decisions, and gaining insights into important KPIs. They offer data and graphics to monitor the success of marketing campaigns and pinpoint areas in need of development.
- **Security and Payment Systems:** Given the importance of secure online transactions, Maakview.com implements robust security measures and partners with trusted payment gateways. It employs SSL encryption, firewalls, and intrusion detection systems to protect customer data and prevent unauthorized access. The company integrates with reliable payment gateways to ensure secure and smooth online payment transactions.

3.8 Details of Internship:

Maakview.com is committed to providing for the well-being and success of its users. Employees are the company's most important asset, according to the company. It is them who elevate the organization to new levels. With the help of external and internal training programs and a diverse, contemporary HR environment, they are getting ready for the next big step. I was granted permission to work for this company for three months, from February 2023 to May 2023, as an intern. I was hired as an intern in their corporate office located on Elephant Road in Dhaka, specifically in the Training & Development section. Abdur Rahman, the Human Resource Manager at the company, served as my organizational supervisor and mentor during this period.

3.9 Duties of an Intern:

I started working in Maakview.com's HR and administrative division's Training & Development team as a requirement to partially complete the MBA program. I initially had trouble understanding every step of the process. However, it got a lot easier as time went on and I started doing it every day. I was presented to Abdur Rahman, the Human Resource Manager of Maakview.com, on my first day of work. He provided me with an overview of the work I will be performing. I routinely completed the following tasks while I was employed

here. Those were:

1. **Onboarding Support:** Contributed significantly to the onboarding process, guaranteeing that new personnel were assiduously assimilated into the operations and ethos of the organization. This entailed assisting with orientation initiatives and ensuring a seamless onboarding process for new hires.
2. **Research on Training Programs:** Analyzed and conducted research to find trends and best practices in training initiatives. This involved investigating cutting-edge training approaches, market standards, and new developments to improve Maakview.com's training programs.
3. **Administrative Coordination:** Assisted in coordinating administrative tasks related to training programs, including scheduling sessions, managing training materials, and ensuring logistical requirements were met to optimize the learning environment.
4. **Employee Development Support:** Contributed to initiatives aimed at employee development, such as identifying skill gaps, coordinating training sessions, and supporting ongoing learning opportunities. This involved collaborating with different teams to align training programs with organizational goals.
5. **Feedback Mechanism:** Implemented and participated in feedback mechanisms for training programs. This included gathering input from participants, assessing program effectiveness, and providing recommendations for continuous improvement.
6. **Digital Learning Platforms:** Supported the integration and maintenance of digital learning platforms, ensuring that online training modules were up-to-date and easily accessible. This included collaborating with IT teams to enhance the overall e-learning experience.
7. **Cross-functional Collaboration:** Actively engaged in cross-functional collaboration, working closely with teams such as Operations and Customer Service to identify specific training needs. This collaboration fostered a holistic approach to employee development.

By actively participating in these Training and Development Practices, I contributed to the enhancement of Maakview.com's workforce capabilities and the overall growth of the organization.

3.10 Benefits from the internship program:

The internship program at Maakview.com provided several benefits that contributed to my personal and professional growth. Here are some of the benefits I gained from the internship:

- **Practical Experience:** I gained practical experience in a real-world company setting through my internship. I got the chance to put the information and abilities I had learned in the classroom to use in practical settings. My comprehension of numerous topics and my ability to solve problems have both grown as a result of this hands-on experience.
- **Skill Development:** Through the internship program, I was able to hone and expand a variety of abilities that are critical in the workplace. Among these abilities were communication, cooperation and teamwork, time management, planning, attention to detail, and flexibility. Through my active participation in various jobs and initiatives, I developed these skills and increased my self-assurance.
- **Industry insights:** I gained knowledge of the inner workings of the e-commerce industry while I worked at Maakview.com. I learned a lot about how an online business functions, the difficulties it encounters, and the tactics it uses to maintain its competitiveness. My comprehension of the industry dynamics has been enhanced by this direct experience, which has also furnished me with invaluable knowledge for my future career pursuits.
- **Networking Opportunities:** I was able to establish contacts and relationships with industry people during my internship. By interacting with coworkers, managers, and industry experts, I was able to grow my professional network. These relationships may provide doors to employment, mentoring, or professional references, all of which could be advantageous for one's future career chances.
- **Personal and Professional Development:** The internship offered a setting for development on both fronts. I was able to pinpoint my areas for development and concentrate on maximizing my advantages. A sense of accomplishment and self-confidence were also cultivated by the experience.

3.11 Problems face during the internship:

During my internship at Maakview.com, I encountered several challenges and problems that tested my abilities and required me to find solutions. Here are some of the problems I faced:

- **Learning Curve:** As an intern, I was new to the company and the industry. Adjusting to the work environment and understanding the processes and systems took time. Initially, there was a learning curve as I familiarized myself with the company's operations, products, and policies. However, with guidance from colleagues and supervisors, I was able to overcome this challenge and gain a better understanding of the organization.
- **Time Management:** Balancing multiple tasks and deadlines was a common challenge during the internship. As I was involved in various projects and responsibilities, it was crucial to prioritize my work and manage my time effectively. This required careful planning, setting realistic goals, and learning to delegate tasks when necessary. Through experience and improved time management skills, I was able to handle multiple responsibilities more efficiently.
- **Collaboration and Communication:** In any workplace, effective collaboration and communication are critical. I had trouble coordinating with my teammates during the internship, especially when we were working remotely if there were linguistic or cultural barriers. Sometimes misunderstandings or poor communication can impede project progress or negatively affect teamwork. To overcome these obstacles and guarantee successful collaboration, I did, however, proactively seek clarity, keep lines of communication open, and cultivate a collaborative mindset.
- **Technical Issues:** Working with information systems and technology can come with its own set of challenges. I encountered technical issues such as software glitches, system downtime, or compatibility problems that disrupted workflow and affected productivity. However, I approached these challenges by seeking assistance from the IT team.
- **Adapting to Changes:** Organizations are dynamic, and during my internship, I experienced changes in project scope, objectives, or deadlines. Adapting to these changes required flexibility, resilience, and the ability to quickly adjust my plans and priorities. While it could be challenging at times, I embraced these changes as opportunities for growth and learning.
- **Managing Workload and Expectations:** As an intern, there were instances where I faced a heavy workload or tight deadlines. Managing expectations and ensuring the quality of work while meeting deadlines can be demanding. However, by effectively communicating with supervisors about workload and seeking support when needed, I was able to navigate these challenges and deliver quality outcomes.

- **Limited Experience:** Being an intern, I lacked the extensive industry experience that full-time employees possess. This could sometimes result in uncertainty or hesitation when facing complex tasks or making critical decisions. However, I approached these situations as learning opportunities, sought guidance from mentors and supervisors, and leveraged the expertise of my colleagues to overcome any challenges.

Chapter - 4

Analysis & Results

4.1 Analyzing and Interpreting Data:

Data type: principal (Questionnaire)

Sample size: 60

1. What are the different training methods Maakview.com follows for their employees?

Options	Behavioral approach	On-the-job training	Off-the-job training	Cognitive approach	Total
Respondents	30	18	12	0	60
Percentage	50%	30%	20%	0	100%

Table:1

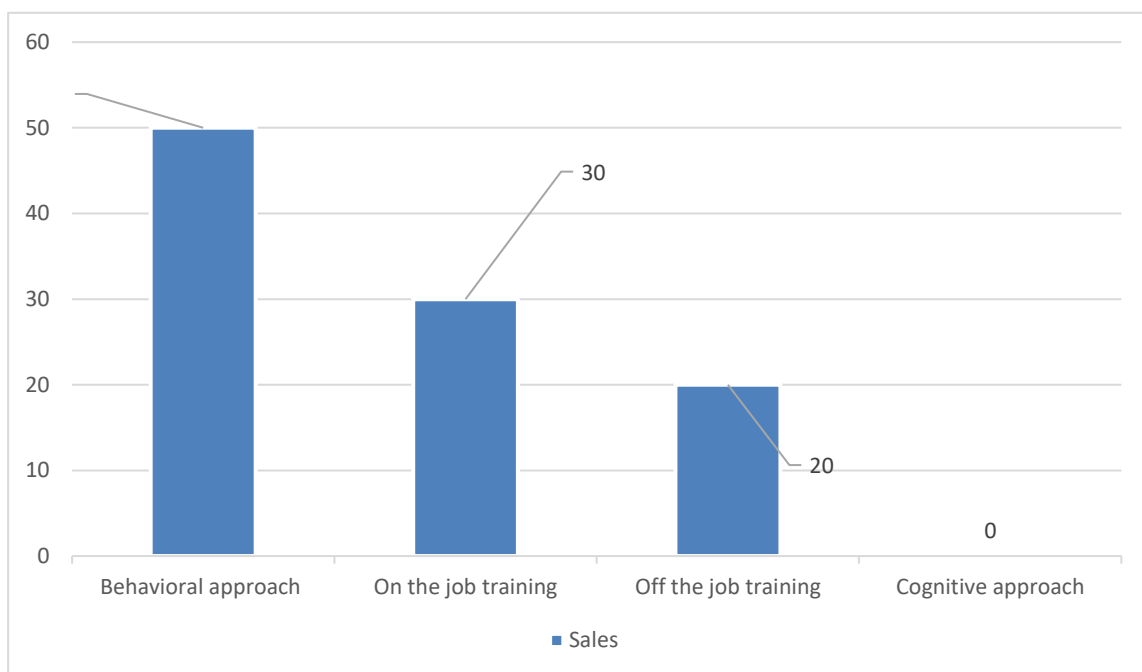


Chart:5

Interpretation: We may deduce from this figure that Maakview.com offers its employees 50% behavioral approach, 30% on-the-job training, 20% off-the-job training, and 0% cognitive approach.

2. What are the barriers employees face when it comes to participating in training programs?

Options	Lack of Confidence	Lack of employer support	Too Busy	Inconvenient	Total
Respondents	6	15	18	21	60
Percentage	10%	25%	30%	35%	100%

Table:2

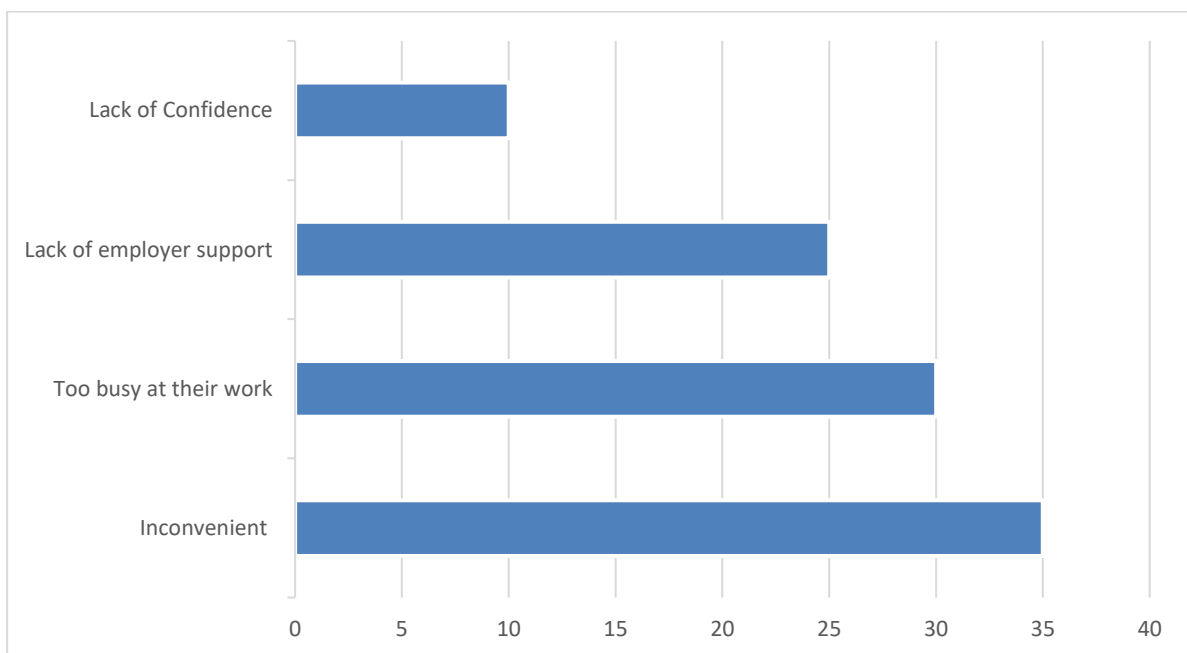


Chart:6

Interpretation: This chart shows that 30% of workers are overly preoccupied with their jobs, 25% experience a lack of support from their supervisors, 35% work at inconvenient times or locations, and 10% lack confidence in their abilities when taking part in training programs.

3. If Maakview.com could choose the top three priority topics for employee training and development this year, what would they be?

Options	Time Management	Leadership	Negotiation	Total
Respondents	30	15	15	60
Percentage	50%	25%	25%	100%

Table:3

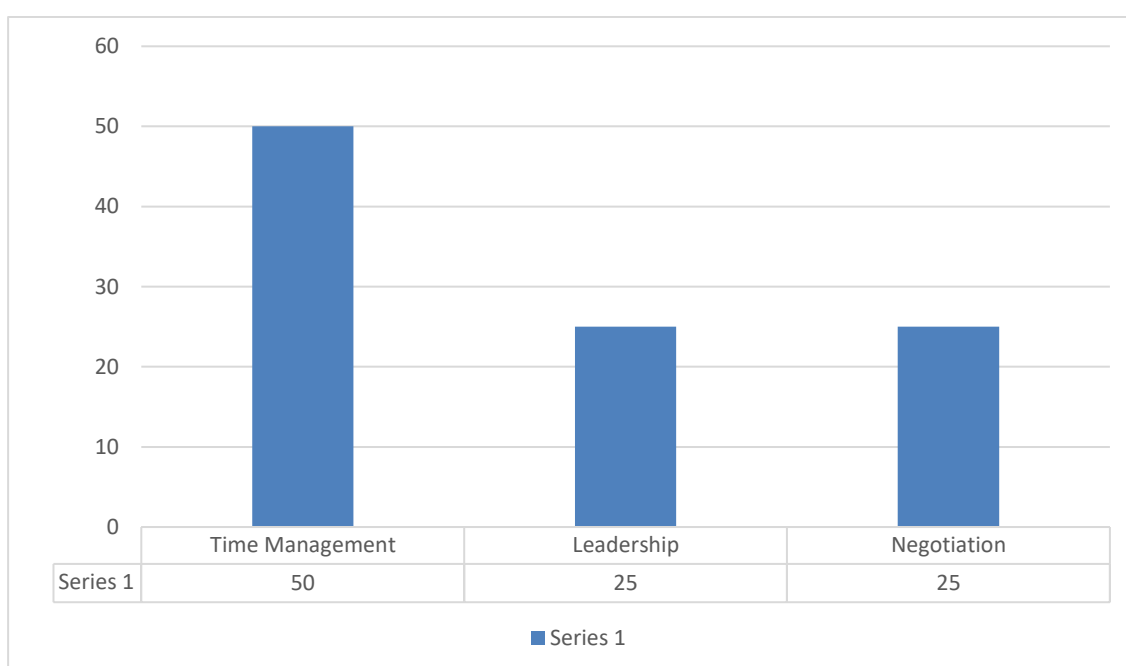


Chart:7

Interpretation: A well-rounded approach is suggested, as Maakview.com's personnel training and development for this year as shown in the accompanying figure. Allocate resources equitably, prioritizing the enhancement of leadership (25%) and negotiation (25%) skills, as well as time management (50%) abilities. This comprehensive strategy aims to improve overall worker performance by addressing several aspects of professional development.

4. Are the Training and Development Practices conducted by applicable laws and regulations?

- Disagree
- Neutral
- Agree

Options	Disagree	Neutral	Agree	Total
Respondents	18	18	24	60
Percentage	30%	30%	40%	100%

Table:4

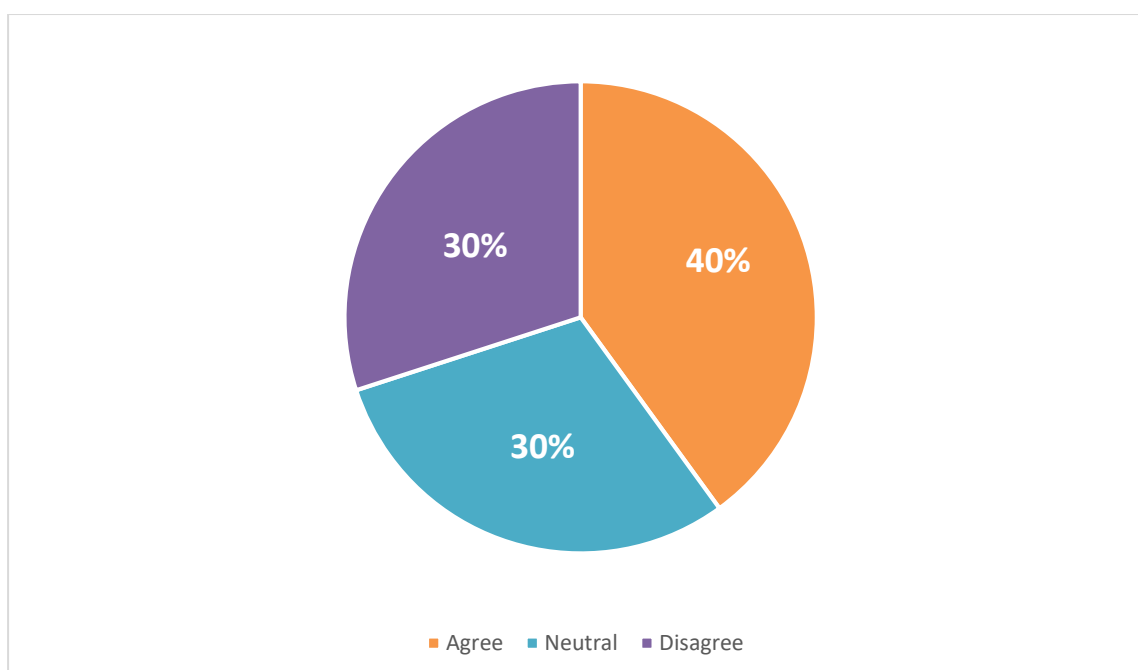


Chart:8

Interpretation: The percentage of applicable rules and regulations about training and development practices is displayed in the pie chart above. In this instance, 40% of respondents say they agree with the question, 30% say they disagree, and 30% say they are unsure.

5. Does the Training and Development Practices are conducted in an impartial and equitable way?

- Disagree
- Neutral
- Agree

Options	Disagree	Neutral	Agree	Total
Respondents	18	18	24	60
Percentage	30%	30%	40%	100%

Table:5

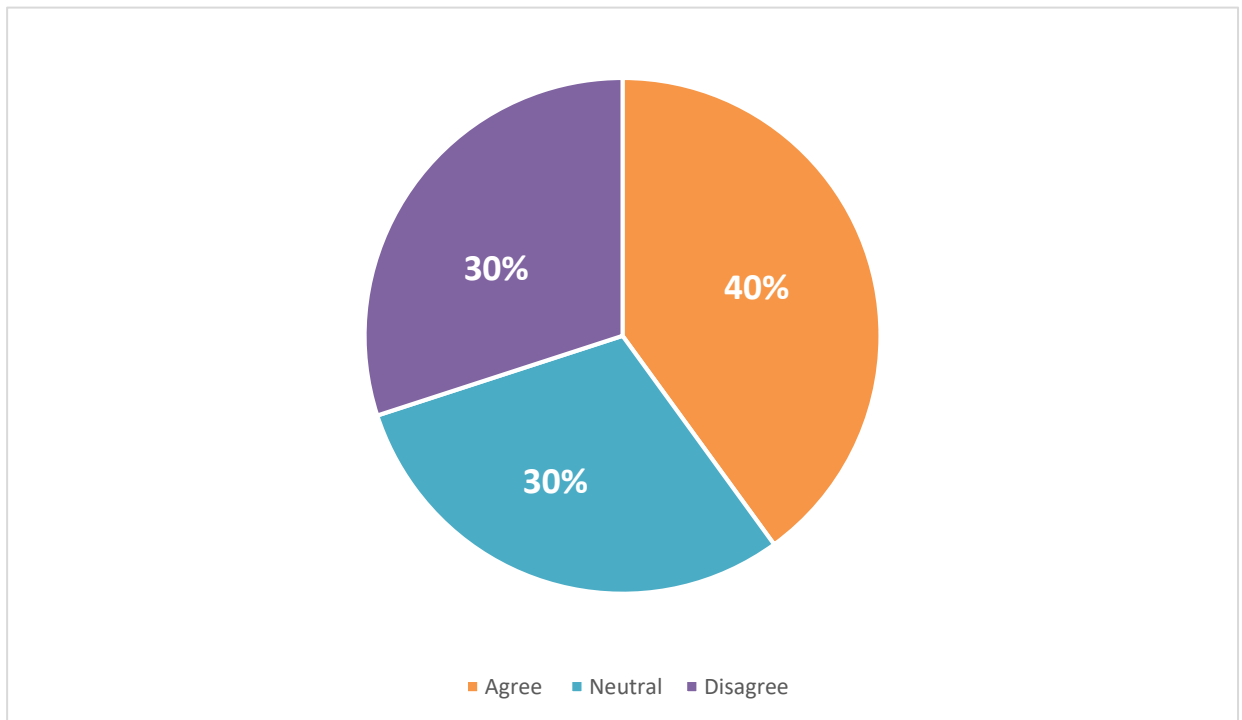


Chart:9

Interpretation: According to the chart above we can say that of Maakview.com employees, 40% agree with the fact that they are doing training and development practices in a fair and unbiased manner, 30% are neutral and 30% disagree with the fact.

6. What kind of training sessions and practices does Maakview.com follow to prevent sexual harassment among its employees?

Options	Legal Compliance	Management support	Sensitivity Training	Disciplinary Action	Total
Respondents	12	12	15	21	60
Percentage	20%	20%	25%	35%	100%

Table:6

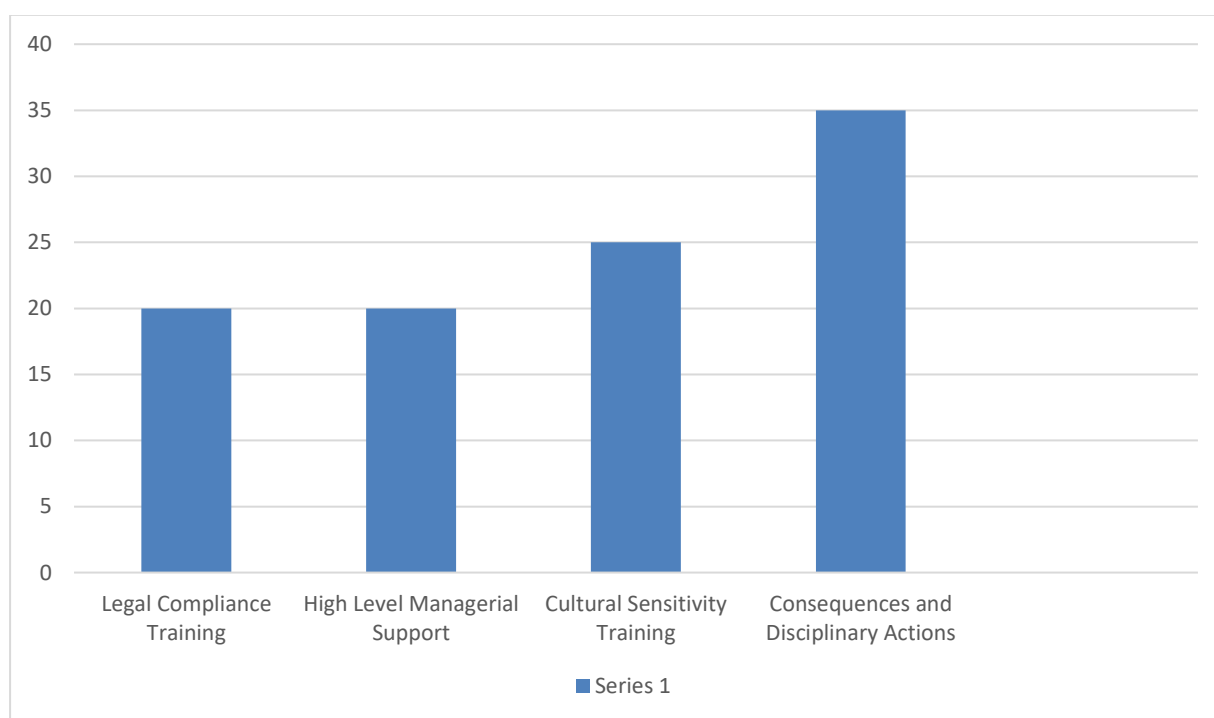


Chart:10

Interpretation: The proportion that Maakview.com adheres to is 20% through legal compliance training, 20% through high-level managerial support, 25% through cultural sensitivity training, and 35% through disciplinary and consequential actions. This is displayed in the accompanying column chart.

7. What kind of development opportunities can Maakview.com implement to enhance time management, technical skills, and business communication skills for their employees?

Options	Motivation	Oracle Inefficiency	Workloads	Layers of Division	Total
Respondents	6	30	15	9	60
Percentage	10%	50%	25%	15%	100%

Table:7

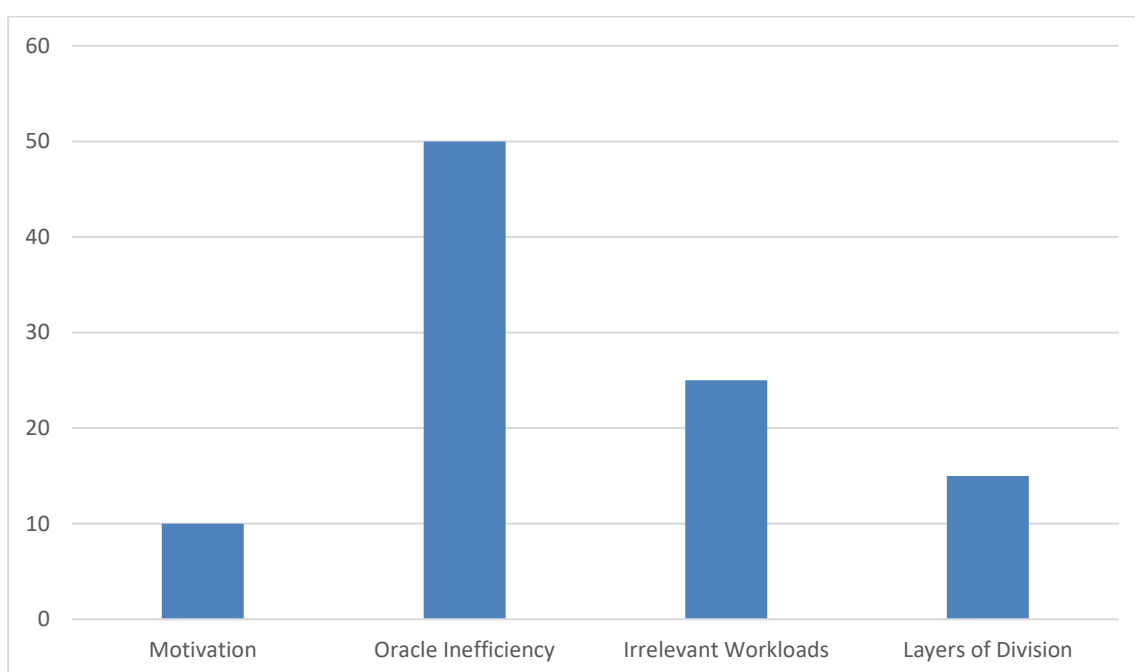


Chart:11

Interpretation: According to the chart above we can say that Maakview.com can focus 50% on ORACLE inefficiency of employees, 15% on layers of division, 25% on irrelevant workloads & 10% on motivation to improve time management, and technical skills as well as communication skills for their employees.

8. Is there clear and effective communication across the Training and Development Practices?

- Disagree
- Neutral
- Agree

Options	Disagree	Neutral	Agree	Total
Respondents	18	12	30	60
Percentage	30%	20%	50%	100%

Table:8

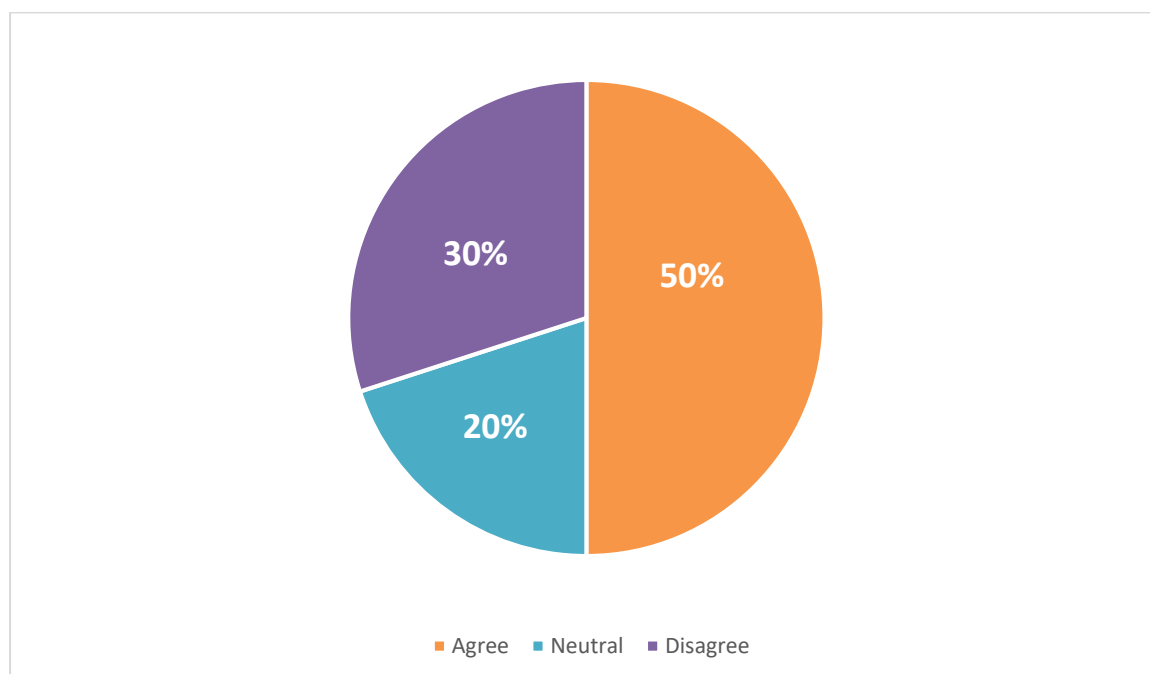


Chart:12

Interpretation: According to the chart above we can say that among Maakview.com employees, 50% agree with the fact that the training and development practices are clear and effective, 20% are neutral and 30% disagree with the fact.

9. Do you believe that the process of training and development is lengthy?

- Disagree
- Neutral
- Agree

Options	Disagree	Neutral	Agree	Total
Respondents	12	18	30	60
Percentage	20%	30%	50%	100%

Table:9

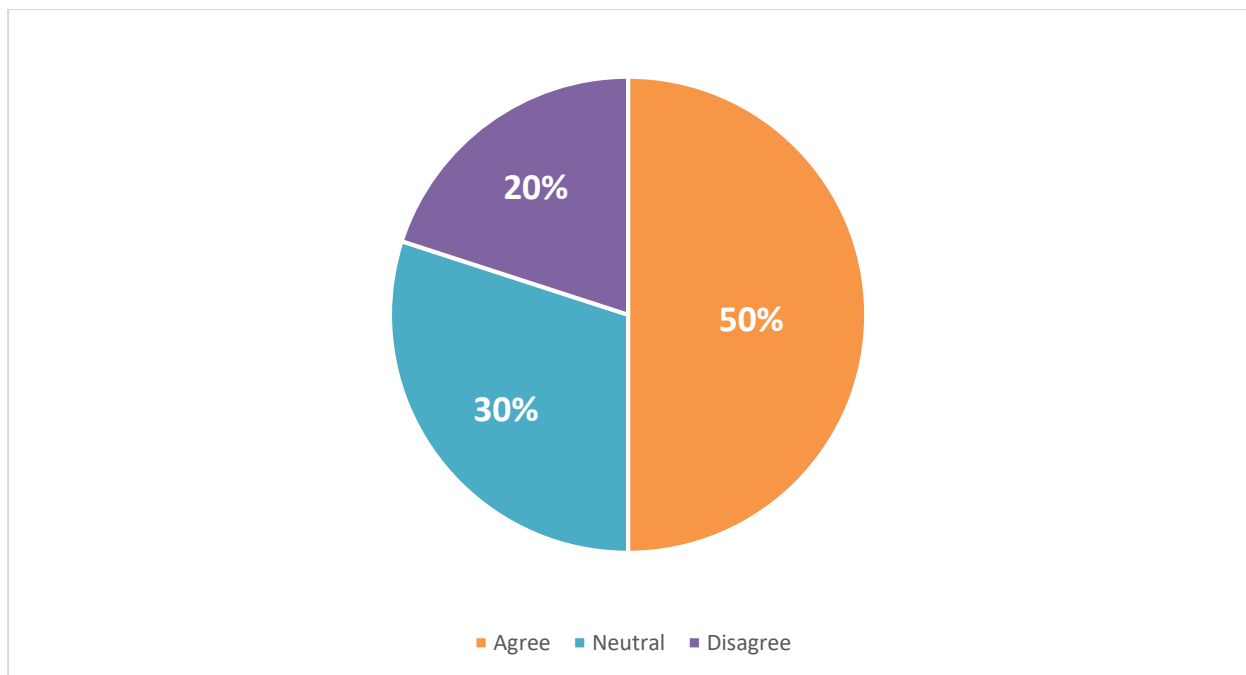


Chart:13

Interpretation: According to the chart above we can say that among Maakview.com employees, 50% agree with the fact that the training and development practices are quite a long process, 30% are neutral and 20% disagree with the fact.

10. How can Maakview.com contemplate improvements regarding the safety and health of the workplace for their employees?

Options	Adequate Safety	Audit & Inspection	Complying with Regulations	Total
Respondents	24	18	18	60
Percentage	40%	30%	30%	100%

Table:10

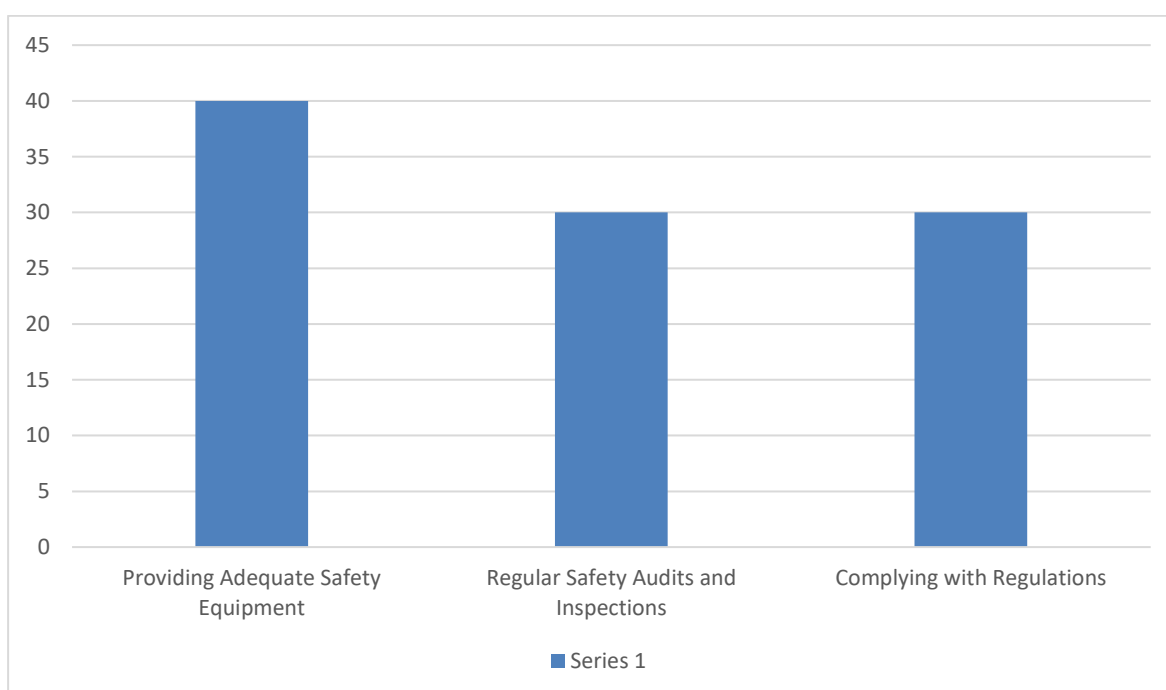


Chart:14

Interpretation: The data indicates that Maakview.com currently broadly allocates resources for safety measures. Approximately 40% is dedicated to Providing Adequate Safety Equipment, 30% to Regular Safety Audits and Inspections, and another 30% to Complying with Regulations. This approach ensures a comprehensive safety strategy, covering both preventive measures and regulatory adherence for a well-rounded safety program.

11. Does Maakview.com provide off-the-job training opportunities for their employees?

Options	Disagree	Neutral	Agree	Total
Respondents	6	0	54	60
Percentage	10%	0%	90%	100%

Table:11

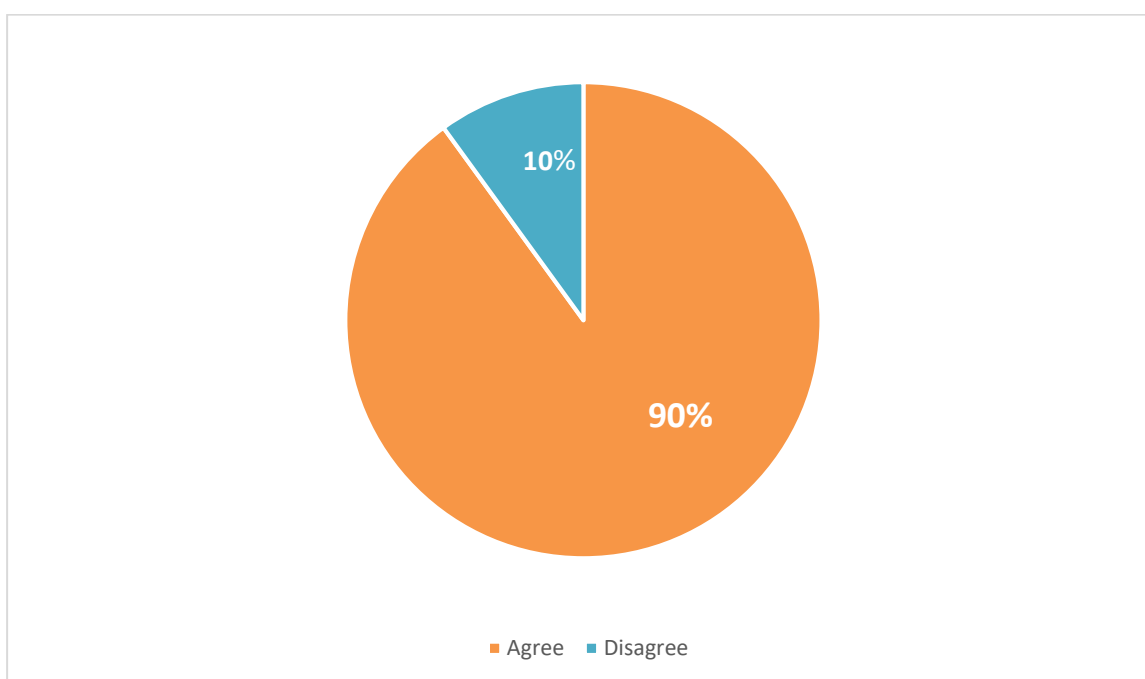


Chart:15

Interpretation: The figure supplied indicates that Maakview.com now allocates 90% of its resources to off-the-job training sessions, making them a priority. Furthermore, 10% is retained by the firm in cases when it deems off-the-job training unnecessary. This well-rounded strategy promotes flexibility in training approaches and guarantees that needs for both on- and off-the-job training are satisfied, all of which add to an all-encompassing approach to employee development.

12. What key criteria are considered in the selection of a trainer?

Options	Fitness	Material	Relevant	Expense	Total
Respondents	9	15	24	12	60
Percentage	15%	25%	40%	20%	100%

Table:12

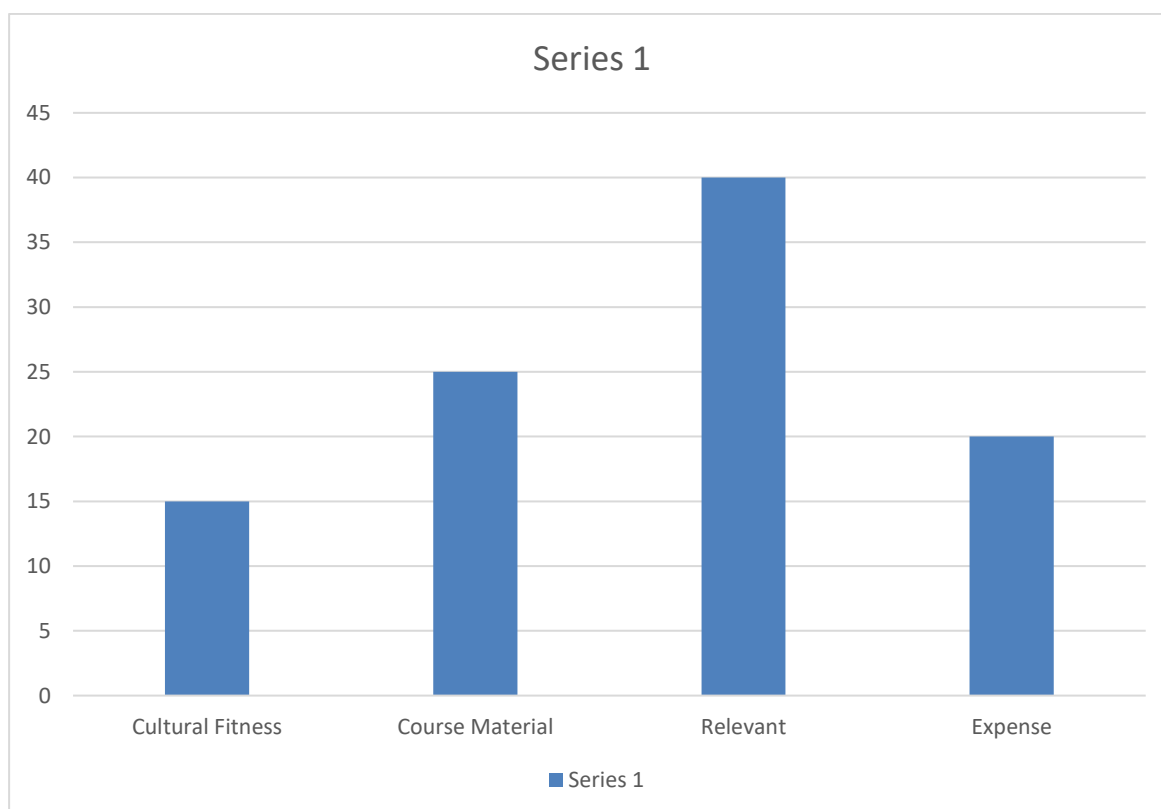


Chart:16

Interpretation: The figure suggests that Maakview.com should choose trainers with a broad perspective. The recommended allocation is as follows: 25% goes toward the caliber of the course materials, 20% goes for the trainer's necessary fees, 15% goes toward cultural fitness, and 40% goes toward the trainer's relevant expertise and job competence. This method guarantees a thorough assessment, considering the trainer's experience, the caliber of the materials, financial concerns, and compatibility with the company culture for a selection process that is well-rounded.

4.2 Findings:

As an intern at Maakview.com, I had the opportunity to observe and analyze various aspects of the organization. Here are some of the key findings from my internship:

1. **Staffing Challenges in Training Roles:** There may be a labor shortage in training positions within the HR department, especially in recruiting and selection. Effective program creation and implementation depend on allocating resources to roles that are sufficiently staffed for training.
2. **Disruptions in Training Continuity:** The training programs' continuity is disrupted by the intern recruitment cycle, which occurs every three months. To maximize the impact of learning activities, a training schedule that is both continuous and uninterrupted must be implemented.
3. **Efficient Onboarding Programs:** A protracted hiring process that results in attrition of candidates highlights the necessity of effective onboarding training. Simplified onboarding procedures can guarantee that new personnel pick up the skills and information required for their positions right away.
4. **Diversity and Inclusion Training:** It takes specialized diversity and inclusion training to address bias towards recommended applicants. This can raise awareness among staff members engaged in training and development, promoting an inclusive learning environment.
5. **Enhancing Communication Skills of Trainers:** In order to address the issue of inadequate information sharing in job postings, recruiter training programs must to concentrate on improving communication abilities. Potential candidates should be informed about work criteria, compensation, and benefits by trainers in an effective manner.
6. **Training in Recruitment Marketing:** Initiatives for outreach and marketing training are crucial for increasing the visibility of recruiting. This guarantees that the company's opportunities for training and growth are adequately advertised in the labor market.
7. **Effective Intra-Organizational Communication Training:** Effective communication within a business is crucial, as seen by the communication gaps that exist between the recruitment team and other departments. Clear communication channels should be emphasized in training programs in order to minimize delays in training initiatives.
8. **Job Analysis Training for Training Program Design:** The lack of an appropriate job analysis procedure suggests that job analysis methodology training is necessary. The

creation of training curricula that correspond with the particular skill sets and demands of every role requires this training.

9. **Structured Training Policy Development:** It is essential to create a defined policy for training and development. Consistency and equity in the planning, carrying out, and assessing of training programs are guaranteed by training in policy creation.
10. **Digital Training Delivery Strategies:** The lack of an online employment portal indicates that instruction in digital methods of training delivery is necessary. Enhancing accessibility and engagement for a diverse workforce can be achieved by utilizing online platforms for training and development.

Chapter - 5

Recommendations & Conclusion

5.1Recommendations:

Based on my observations and experiences during my internship at Maakview.com, I would like to offer the following recommendations:

1. **Establish a recruitment strategy:** Maakview.com Ltd ought to create a hiring plan that details the standards by which potential hires will be chosen. The strategy should also cover the hiring procedure, which includes where and how to publish employment vacancies, the process of vetting candidates, and the selection of applications for hiring.
2. **Create job descriptions:** Job descriptions ought to be created by Maakview.com Ltd. for every post. Position descriptions ought to provide an outline of the obligations and liabilities, the necessary credentials, as well as any other information that might be of interest to potential candidates.
3. **Create a selection process:** Maakview.com Ltd ought to develop a hiring procedure that includes a selection process. This should cover the procedures for selecting, interviewing, and screening candidates.
4. **Develop a pre-employment testing program:** An instrument for tests conducted before to hiring that evaluates an applicant's competencies ought to be created by Maakview.com Ltd. This testing program ought to be customized for the role and ought to comprise assessments like aptitude and cognitive exams.
5. **Verify references and background information:** Every applicant should have their references and backgrounds checked by Maakview.com Ltd. This will assist in confirming the applicant's eligibility and removing any possibility of dishonesty or additional obligations.
6. **Provide market-rate pay:** Maakview.com Ltd should provide competitive salaries to draw in the top candidates. By doing this, companies can make sure that the most competent and seasoned candidates are being hired.
7. **Onboarding Program:** Establish a thorough onboarding program to facilitate new hires' seamless transition into their positions.
8. **Employee Engagement and Retention:** To increase employee satisfaction and retention, cultivate a favorable work environment through programs like frequent feedback, recognition schemes, and professional development opportunities.
9. **Continuous Improvement Feedback Loop:** Create a feedback system to assess and enhance the hiring and onboarding procedures on an ongoing basis.

5.2 Conclusion:

In conclusion, my internship at Maakview.com has given me invaluable knowledge about how an e-commerce business operates, highlighting the company's commitment to employee growth, operational effectiveness, customer pleasure, and innovative culture. The commitment Maakview.com has made to staff development is equally noteworthy. Programs for regular training and development are in place to improve the workforce's abilities. This is not just a strategic decision that supports the growth and success of the company as a whole, but also an investment in the personal development of each employee suggesting a series of strategic actions to fortify its position in the very competitive e-commerce business. They include enhancing the user experience on the website, expanding the product line to appeal to a wider audience, strengthening customer service, utilizing data-driven decision-making to provide individualized customer experiences, encouraging innovation, making continuous investments in training and development, cultivating strong supplier relationships, keeping abreast of technological advancements, encouraging cross-functional collaboration, and closely observing the competitive environment. By implementing these recommendations, Maakview.com can further solidify its presence in the e-commerce sector, enhancing customer satisfaction, stimulating innovation, and ensuring continued growth and success in the vibrant and rapidly evolving Bangladeshi e-commerce industry. The organization stands on the cusp of becoming a prominent player in the e-commerce landscape, and its unwavering dedication to excellence positions it for a promising future in this dynamic industry.

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Appendix

Questionnaire:

1. I believe that the training and development practices are conducted promptly at Maakview.com Ltd.
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
2. I assume the training and development practices are conducted professionally at Maakview.com Ltd.?
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
3. I believe the training and development practices are conducted under applicable laws and regulations at Maakview.com Ltd.
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
4. I accept that Maakview.com Ltd. conducts its training and development procedures impartially and fairly.
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
5. I acknowledge the communication throughout the training and development practices is clear and effective at Maakview.com Ltd.
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree

6. I am convinced that the organization is using satisfactory methods of training at Maakview.com Ltd.
- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
7. I believe that there is a well-defined training & and development policy at Maakview.com Ltd.
- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
8. I acknowledge the training and development practices of the company meet the current and legal requirements at Maakview.com Ltd.
- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
9. I am Convinced that training & and development practices help in motivating the employees at Maakview.com Ltd.
- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
10. I believe that the direct training & and development practices are quite a long process at Maakview.com ltd?
- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree

11. I Have faith that Maakview.com Ltd follows different training & and development practices for various employment tiers.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12. I can count on techniques like Lecture Method, Demonstration, Case Study, Hands-On Training should be used for training at Maakview.com ltd.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

