

## **Internship Report on**

“Training and Development Process of AD TRADE”

Supervised by

M Abdur Rahman

Department of Business & Administration

Associate Professor

Management Faculty of Business and Entrepreneurship (FBE)

Daffodil International University



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Major: Human Resource Management

Program: BBA

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Date of Submission



**AD TRADE**  
Advertising and Sales Promotion

## Letter of Transmittal

Date:

To

M AbdurRahman

Associate Professor

Management faculty of Business and Entrepreneurship (FBE)

Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

I am glad to submit my internship message titled Training and Development for graduation target from BBA Plastics in Daffodil International University of Business Studies.

While reporting this report, I have tried my best to be relevant and explain everything, report the facts and do the whole thing well. I am really sorry for disturbing you during my internship. Finally, I would like to express my sincere gratitude and thanks for your help during my internship.

I appreciate the chance to draw up this report under your guidance. If you kindly provide your valuable time to experience my report and evaluate my presentation, I will be eternally grateful. If more information is required, I will be happy to provide it.

Yours faithfully,

.....

**Tharikul Islam**

ID: 191-11-6213

Major in Human Resource Management

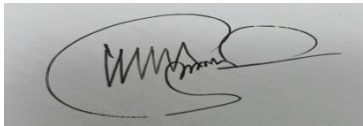
Department of Business Administration

Faculty of Business & Entrepreneurship

## Supervisor's Declaration

This is an internship report titled “Training and Development Process of AD TRADE” from Daffodil International University, Department of Business Administration, (BBA) Program under my supervision by Tharikul Islam, ID: 191-11-6213 certified and submitted for the requirement of Bachelor of Business Administration (BBA). And the development process has been completed successfully. The data and findings presented in this internship report appear to be genuine. Therefore, this report is authorized for presentation of internship defense.

I wish him all the success in his life ahead.



.....

M AbdurRahman

Department of Business & Administration

Associate Professor of

Faculty of Business and Entrepreneurship(FBE)

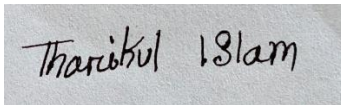
Daffodil International University

## Student's Declaration

I am tharikul Islam, student of BBA program at Daffodil International University. I declare that the internship report prepared on the training and development process of AD TRADE duly meets the required academic criteria.

I further guarantee that the examination presented herein is unique and no part or whole of the report has been sent to any other institution or institution for any degree or award or for any other reason.

There is no created copyright violence in the reach I've shown. I further agree that the University should cover any losses or damages that may occur as a result of failure to do so without making any promises.



.....

**Tharikul Islam**

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## **Acknowledgment**

I would like to express my gratitude to my spot supervisor M AbdurRahman, Department of Business & Administration, Associate Professor of Management faculty of Business and Entrepreneurship (FBE), Daffodil International University (DIU) for his considered disapproval and suggestions on my report. He advised making this study as insightful and useful as possible.

I would like to recognize Daffodil International University for developing a program that gave me the opportunity to study about corporate life in just three months. The information I gained from my spot training will be useful for my future work. During my period at AD Trade, I have learned many things which I hope will be useful in my future career.

**Thank you.**

.....

**Tharikul Islam**

ID: 191-11-6213

Major in Human Resource Management

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## **Executive Summary**

The report contains an overview and information gathered on the training and development process that AD TRADE is adopting and implementing. Both primary data and secondary data are included in the findings and research. In this insightful report, I will go through the salient aspects of my work with AD TRADE. In this report, I will talk about the company's mission, vision and core values. I will talk about a different banking process, the Human Resource department of AD TRADE. The most important thing that will be discussed is the training and development process of AD TRADE. During my internship at AD TRADE Paltan Branch, I mostly gathered experience in managing daily general advertising operations.

However, as a student of Human and Resource Department, I have tried my level best to identify the extent to which the objectives set by the Human Resource Department of AD TRADE have been met by implementing proper training and development processes.

Based on my theoretical knowledge of the subject and my practical observation of AD TRADE I correctly identified some minor problems with the workforce and provided a proper analysis of how the training and development process of AD TRADE should be changed to ensure that the organization meets its set intentions.

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# **Chapter 1:**

## **Overview of the Study**

- ❖ **1.1 Introduction.**
- ❖ **1.2 Foundation.**
- ❖ **1.3 Range of the report.**
- ❖ **1.4 Objectives of the study.**
- ❖ **1.5 Limitation of the study.**



## **1.1 Introduction:**

Ad Trade is an organization which deals with advertising, promotion, marketing and conducting survey reports of other company's products or services. It basically creates or design newspaper commercial, billboard commercial, and TV commercial. It also conducts marketing survey of various company products or services and submits an analyzed report. They have two offices in Dhaka, one in Paltan and the other one in Gulshan. The owner of the company is a very strict disciplinarian and has a very good reputation in media industry and also a renowned business person. He also has import and export business and electronics chain showroom (Victor Electronics). He is also the treasurer of Bangladesh electronics merchant association and secretary of Bangladesh chamber of commerce and industry.

This internship report is the product of extensive research conducted on the Training and Development Process of Ad Trade Company. During an internship of three months, the activity of the human resources of Ad Trade Company paltan Branch was closely monitored. I got introduced to many new people, my supervisor, Ad Trade workers and the owner. I also got a chance to visit many multinational, big local companies and various advertising company. Moreover, those observations were critically analyzed based on the objectives that Ad Trade Company human resource department set for itself, and the methods of Training and development processes adopted by them. Certain minor discrepancies were identified between the activity of Ad Trade Company human resources and its department's objectives which have been addressed before prescribing recommendations to remove them.

I am enjoying working with the company and the three months of the work has bought a self confidence in me and I have started enjoying the responsibilities given to me.

## **1.2 Foundation:**

An internship is a key condition for completing a BBA program. An intern can gain information through an internship. I am a student majoring in Business Administration in HRM and had to go through an internship phase to complete my BBA program. In this view I achieved to get employed at AD TRADE. Manikgonj House 216 Shaheed Syed Nazrul Islam Sarani, Dhaka-1000. Bangladesh branch as an intern under the direction of MD AbdurRahman, Associate Professor of Management faculty of Business and Entrepreneurship (FBE) Daffodil International University (DIU). I believe that during my internship, I learned more about the AD TRADE training and development strategy.

## **1.3 Range of the report:**

AD TRADE Company is one of the most well-known advertising agencies in Bangladesh. They challenge employees towards learning and growth. I had the opportunity to perceive the day-to-day processes of this company while I was an intern there. I get some help from AD Trade company employee to learn more about training and development initiatives. I want to learn how to work through team work. Ad trade taught me how to collect client data and how to handle them and convey them. Ad trade taught me how to collect client data and how to handle them and conveyance them. Ad Trade is ensuring that employees are well aware of the importance of customer service. Doing the Ad Trade internship allowed me to get to know clients from different companies and experience working with different executives, thereby building up my network with them. The most successful job hunting usually comes from meeting others in my field who can recommend me for open positions. Which will help me to get good job in future?

#### **1.4 Objectives of the study:**

##### **Broad objective**

This study's main goal is to collect detailed, practical information about how Ad Trade Company operates its training and development operation.

##### **Specific objective**

Following along with the general goal, the individual goals are listed below:

1. To identify training and development practices in the Ad Trade Company.
2. To know the training and development objectives of the organization.
3. To identify the training methods of the Ad Trade company.
4. To identify the problems of the training and development of the Ad Trade company.
5. To make some suggestions based on findings.

### **1.5 Limitation of the study:**

The limitations of the study are listed below:

1. One of the main limitations is that three months is not sufficient time to study everything there is to know about an organization, thus I could not cover all the specifics of their training program.
2. I used to help AD Trade company palton daily in various responsibilities and worked daily from 9 am to 5 pm as it is a busy branch. Managing customers and completing their own official responsibilities, they were all too busy. Therefore, I have limited prospects to regularly demand these questions about my reports.
3. As it is against advertising policy, the authorities originally did not want to disclose particulars about their training and development procedures.
4. For the first time, when I was conducting the complete study by myself, I touched that my lack of experience in submitting such a long report was one of my limitations.

# **Chapter 2:**

## **Organizational Background**

- ❖ **1.1 Company profile.**
- ❖ **2.2 AD Trade Product and Service Activities.**
- ❖ **2.3 Different Advertising Processes.**
- ❖ **2.4 Human Resource Division of Ad Trade.**

## **1.1 Company profile:**

AD Trade, a sole proprietorship Bangladeshi company, recognized in 2013, is a dynamic, special and high-performance reaction benefactor in line with the modified advertising framework providing by the Bangladesh Advertising Association. AD Trade deals to conduct survey reports on other companies' advertising, promotions, marketing products or services. They have two offices in Dhaka, one in Paltan and the other one in Gulshan. Head office is located at Gulshan .

### **Mission**

It enunciates their motivation as an organization and appears as a standard against which the advertising business measures their activities and preferences. They pursue to contribute to the economy and society by providing world-class support to their customers.

They are committed to producing excellent value for their businesses by applying a exclusive mixture of skills, duties and interests to attraction more profitable leads and contracts for organizations that help the communities around them

- Contribute to business expansion with multi-level experience.
- Contributing to social and economic performs by creating occasions through profit making.
- Providing consistent and best support against every cent capitalized.

### **Vision**

To be a major advertising power in the businesses and specialist groups they work with and an indispensable contributor to the real quality of the communities they live in.

Their vision helps each portion of their business by providing a amalgamation of their roadmap and what they need to achieve with the end goalmouth of achieving economic, excellence development in mind.

**A. Employment** – They want to generate opportunities for employee authorities to make an outstanding value in the market.

Portfolio - provides a world-class imaginative and exclusive service that produces profits and brings consummation to every cent of investors.

**B. Contribution** – they want to contribute to the inexpensive market to carry accomplishment to their team, country and their customers.

**C. Profitability** - they believe in construction long-term associations with their customers by coming up with unique and imaginative ideas and support to guarantee their profits.

**D. Profitability** – Be an extraordinarily successful, lean and fast moving connotation.

### **Value**

They are strongly committed to leading their business with reliability, appreciation, and sophisticated expertise. Along with these basic values, they appearance for progress, suppleness, thoughtfulness and a desire to surpass the objectives of those they help with our vision.

Their characteristics provide a measure for their appointments and describe How their remain to operate.

- ❖ Administration – Power to shape a higher future.
- ❖ Joint effort - overall virtuoso leverage.
- ❖ Authenticity – Be genuine.
- ❖ Responsibility – If it has to happen, it depends on me.
- ❖ Enthusiasm – committed to the heart and mind.
- ❖ Diverse attributes – as extensive as our reputation.

### **2.2 AD Trade Product and Service Activities:**

Ad Trade is an advertising company. AD Trade which deals with advertising, promotion, marketing and conducting survey reports of other company's products or services. It basically generates or design newspaper commercial, billboard commercial, and TV commercial. It also conducts marketing survey of various company products or services and submits an analyzed report. AD Trade has already gained a reputation as a developing company. AD Trade has many types of business. Ad trade has import and export business and electronics chain showroom (Victor Electronics).

### **2.3 Different Advertising Processes:**

That said even worthless products can sell if they are advertised efficiently. All companies apply a significant portion of their budget on advertising. What is advertising and why is it so significant? Why do companies place so much importance on constructing a successful advertising campaign?

Advertising is about informing the public and constructing them conscious of various products and services. Communication plays a key role in advertising. Advertising is all about distributing the right message through different mediums. There is every potential stage these days to advertise it. Be it radio, print media, television or social media marketing, you will find advertising everywhere.

There are many different approaches that companies custom to influence their target audiences. Each process has some advantages and disadvantages. It totally depends on the company which approach will be used when. Below are some of the most common advertising techniques used.

#### **Emotional Appeal**

Emotional application is an exceptional type of strategy that concentrates on the needs and fears of the audience. A person's mental side is manipulated and induced in this form.

Different appeals under need of a person include-

- Need to get something new
- Need for taking in the society
- Needs of not being isolated or ignored from society.
- Need to change the old things and get new ones
- Security related needs
- Need to become more beautiful and stylish.

#### **Promotional Advertising**

This strategy suggests free samples of products to people. These samples are given through fairs, newspapers, advertisement campaigns etc.

This method of advertising is best appropriate for companies that want to get feedback from people before introducing a new product in the market. For example-You can find shampoo in newspaper.



## **Bandwagon Advertising**

Bandwagon advertising is another innovative method. It groups people together based on product procedure. Groups of people who buy the product are grouped together as one in advertising.

For example- in many ads like Dove you see that they tell the audience that 50% of people use Dove and you should try it too.

## **Unfinished Ads**

In this technique companies procure out the interest in people. They make ads which do not transfer the whole message and authority people dangling.

Usually people attempt to make it out on their own. This technique plants an enormous impact on people. For example- Places trailers- no one can eat just one. This phrase is incomplete.

## **2.4 Human Resource Division of Ad Trade**

Ad Trade's HR departments helps inspire purpose members to support the long-term performance of their protruding organization. Their method from home requires this supportive role. Ad Trade (AT) guarantees a friendly workplace where AT can encourage their customers and encouragement people to trust them with their work by characteristic organizational superiority.

### **Strategic priorities of Ad Trade:**

- a) Contribute to sustainable organizational performance.
- b) Strong use of AD Trade human resource services to sustenance business subdivisions and real responsibility.
- c) To effectively promotion the AD Trade Control occupation in managing the risks complementary with human capital.
- d) Communicate besides create an environment of greater directness.
- e) To promote a culture of rewards based on excellence and merit.

# **Chapter 3:**

## **Literature review**

- ❖ **3.1 Introduction.**
- ❖ **3.2 Training and development practices in the AD Trade Company.**
- ❖ **3.3 Details of Training and Development Process of AD Trade Company.**
- ❖ **3.4 Inputs to training and development of AD TRADE Company.**
- ❖ **3.5 Inputs to training and development of AD TRADE Company.**
- ❖ **3.6 Steps in Training and development process of AD TRADE Company.**
- ❖ **3.7 Method of Training and Development Process of AD Trade.**
- ❖ **3.8 Methodology.**

### **3.1 Introduction:**

It is essential for every organization to have competently trained and experienced employees to carry out their daily business smoothly and to do so they must implement excellent training and development processes (hereafter TD). TD can be defined as educational activities that exist within an organization that are implemented to positively influence the performance of individual employees.

In addition to having a positive impact on the day-to-day running of a business, TD can also positively impact job satisfaction for employees, increase employee engagement, increase employee motivation, and increase employee retention.

An organization adopts a training and development process to improve skills, acquire knowledge, clarify concepts and change professional attitudes. Organizations can do this with structured learning to increase employee productivity and performance. It involves a structured learning system that focuses on enhancing the skills, methods and content needed to improve productivity and encourage high performance. In this process employees are trained under constant observation to develop their skills and overall personality, which can directly affect the overall growth of the organization.

### **3.2 To identify training and development practices in the Ad Trade Company.**

#### **A. Human resource management:**

Human resource management (HRM) is the function within an organization that focuses on recruiting, managing and directing the people who work in the organization. It is the process of recruiting, developing, maintaining and compensating a given workforce. HRM is a set of organizational activities directed at attracting, developing, retaining an effective workforce to achieve organizational objectives effectively and efficiently.

#### **B. Human Resource Planning**

Human resource planning is traditionally used by organizations to ensure that the right person is in the right job at the right time. Under past conditions of relative environmental certainty and stability, human resource planning focused on the short term and was largely guided by line management concerns. As human resource planners involve themselves in more programs to meet business needs and even influence business direction, they face new and increased responsibilities and challenges.

#### **C. Human resource function**

The role of human resource management is to plan, develop, and administer policies and programs designed to make efficient use of an organization's human resources. It is the part of management that deals with people at work and their relationships within an enterprise. Its objectives are:

- Effective use of human resources;
- Desired working relationships among all members of the organization; And
- Maximum individual development.

## **D. Training and Development**

It is a learning process that involves acquiring knowledge, sharpening skills, enhancing the performance of employees with changes in concepts or attitudes and behavior. Training is an activity that leads to efficient behavior.

### **Training and Development Process of the Ad Trade Company:**

1. Not everything you want in life, but knowing how to get it.
2. Not knowing where you want to go, but how to get there
3. Not how high you want to go, but knowing how to get down.
4. It may not be the result you were aiming for, but it will be a result.
5. Not what you dream of doing but having the knowledge to do it
5. It is not a set of goals, but more like a vision.

### **3.3 Details of Training and Development Process of Ad Trade**

The role of top executives in advertising agencies is gradually becoming more challenging due to the increasing complexity of the rapidly changing environment. As the day-to-day operations of advertising firms become highly diversified, top executives are finding it difficult to address emerging challenges in a creative and innovative manner.

However, the top management of the advertising trade has set the following objectives to meet the needs of advertising agencies and to build a skilled and motivated workforce.

- i. To make working officers efficient and knowledgeable through theoretical training.
- ii. To ensure that employees are adequately trained, skilled and motivated in the shortest possible time to meet the needs of the growing organization.
- iii. Ensuring proper development of analytical and decision making skills of the employee.
- iv. Ensuring that operation level officers are trained efficiently in desk operations through case studies, practical exercises and workshops etc.
- v. Ensuring that all employees develop an understanding of human relations, organizational culture, behavior and conceptual skills of discipline.

- vi. Ensuring that employees are well aware of the importance of customer service.
- vii. Providing motivated employees is more likely to result in higher levels of job satisfaction and increased long-term employee preservation.
- viii. Providing Team spirit creates a sense of pride and loyalty that exists among a team member and makes one want to serve their team well.

### **3.4 Inputs to training and development of AD TRADE Company:**

Any training and development program must have inputs, which help participants acquire skills, learn theoretical concepts and gain a vision to look into the distant future. In addition to this there is a need for moral orientation, emphasis on attitudinal change and emphasis on decision-making and problem-solving abilities:

#### **A. Skill-**

Training is provided to staff skills. A worker needs skills to use machines and other equipment with minimal damage or scrap; it is fundamental without which a worker is not able to work on a machine. Supervisors, executives need employees the same way.

#### **B. Education-**

As the purpose of education is to teach theoretical concepts and develop a sense of logic and judgment, HR professionals understand the importance of education in any training and development program. Many times organizations encourage employees to take courses on a part-time basis.

#### **C. Development-**

Another component is training and development, which is less skill-based but emphasizes knowledge. Business environment, management principles and techniques, human relations, specific industry analysis and such knowledge are useful for good company management.

## **D. Morality-**

A training and development program needs to provide ethical orientation. Ethics is basically the denial of the fact that business is ignored. Unethical practices abound in marketing, finance and production functions in an organization. This does not mean that the HR manager is relieved of responsibility. If production, finance or marketing personnel engage in unethical practices, the blame lies with the HR manager. It is his responsibility to enlighten all employees of the organization about the need for ethical behavior.

### **3.5 Steps in Training and development process of AD TRADE Company:**

#### **I. Training Needs Assessment:**

In this step of training needs assessment, **individual employees** and line supervisors have essential and irreplaceable roles. AD TRADE Company recognizes that employees are an integral part of the organization and they have the ability to judge for themselves what type of training will improve their performance at work. Therefore, they have the privilege of analyzing their OS capabilities in line with their job responsibilities and can discuss these with their line supervisors.

#### **II. Training Administration:**

The administration of training and development is mainly done by the HR department. After receiving annual training plans and external training recommendations from line supervisors, it is the responsibility of the HR department to assess whether there are actual training needs that will be effective for improved performance of employees to achieve organizational objectives. Once this is done, HR searches through a number of resources and channels to find out about the availability of relevant training and the costs associated with it.

#### **III. Training Evaluation:**

Employees and line supervisors again have a major role in this department of training and development at AD TRADE Company. It is believed that active cooperation of all parties will produce a proper final result. Training evaluation consists of four parts which include feedback, learning, and transfer of learning and improvement in organizational work and finally cost-benefit analysis of the training program

### **3.6 Method of Training and Development Process of Ad Trade**

A wide range of training and development (hereafter TD) is implemented in the Ad Trade to ensure the above-stated objectives are being reached.

#### **❖ Pre-service Training:**

Pre-service training is provided to employees before they join as an employee. To complete pre-service training employees must join consistent classes in a formal institution and complete all the activities in the designed course to get a degree or diploma. Pre-service training is conducted to educate employees on technical issues and ensure that all employees joining the ad trade have the minimum standard of technical skills required to complete the day-to-day business operations of the advertising agency.

#### **❖ In-service training:**

In-service training is provided after employees join the workplace and hold a position in the advertising company. Ad Trade focuses a lot of resources on in-service training and implements extensive training processes to develop existing employees.

#### **1. Foundation training**

Foundation training is a type of in-service training best suited for newly recruited employees. This training provides the employees with professional knowledge about various government regulations, financial transactions, administrative skills etc. These are provided in addition to technical skill instructions and routing instructions about organization. Employees undertake this training at the initial stage of their career to strengthen their career foundation.

#### **2. On-the-job Training**

This training is provided both when is needed and on a regular schedule. This training is usually provided by senior members and most of the time it provides technology-based problem solving. Typically, a training subject matter expert provides instruction through formal presentations, informal discussions, and opportunities to educate employees about the



topic and encourage them to try new skills. Sometimes training is provided by experts while employees carry out normal day-to-day operations.

### **3. Career or Development Training**

Over time, such in-service training is usually provided by higher-level officials to help employees improve their knowledge, skills, and abilities to take on more responsibilities at higher positions. This training provides employees with important knowledge on how to perform well in the organization and to ensure that they simultaneously support their own advancement with the organization.

### **4. Off - the-job Training**

At times, employees are taken out of their offices for training. This type of training is provided in specialized training institutes or local colleges to make the employees knowledgeable about the theoretical issues which can be useful in conducting their day to day activities.

### **5. Coaching or mentoring**

Coaching and mentoring methods makes development opportunities for employees and builds relationships among employees. It makes new employees feel welcome and supported. It has a long-term advantage and older employees can guide and train new ones.

### **6. Technology based education**

Technology-based training, also called computer-based learning, reduces the tasks of individual organizers and makes training flexible. Employees can work at their own pace and company-related online resources such as videos, audios, presentations etc. provide material support.

### **7. Simulation and Action Learning:**

These are modern techniques that are used to train their employees as needed. Simulations are when real high-level investment decisions are made by top-level executives, with some potential top-level executive employees present so they can learn how the decisions are being made. Action learning, on the other hand, is a modern training method used by the ad trade

that requires involving executives in performing a real important task and forcing them to perform it.

**Job Rotation:**

Job rotation is the methodical movement of employees from one job to another within an organization for numerous human resource purposes such as alignment of new employees, training of employees, career development, and prevention of job monotony or laziness.

**3.7 Methodology:**

This study is being conducted on the basis of both primary and secondary data. Primary data was collected through a questionnaire and personal interviews from the employees of advertising agencies and secondary data was collected from various documents including but not limited to annual audit reports, journals and advertising websites. Moreover, critical observations made during the internship period will also be used while providing findings and analysis.

# **Chapter 4:**

## **Analysis and Findings**

- ❖ **4.1 Training and Development.**
- ❖ **4.2 Roles of Training.**
- ❖ **4.3 Method of Training and Development Process of Ad Trade**
- ❖ **4.4 The Five- steps in Training and development process of AD TRADE.**
- ❖ **4.5 Techniques of Evaluationof the AD TRADE Company.**
- ❖ **4.6 Questionnaire survey analysisof the AD TRADE Company.**
- ❖ **5.7 Training and Development Objectives ofAD TRADE Company**
- ❖ **4.8 Training and Development Objectives ofAD TRADE Company.**
- ❖ **4.9 Training and Development practice at Ad trade company.**
- ❖ **4.10 Major findings**

#### 4.1 Training and Development:

Training and development of all employees is critical to the success of the company. It improves the performance of companies, teams and individuals and makes a significant contribution to employee retention and future talent development.

##### **Training and development process of AD TRADE Company.**

AD TRADE Company is committed to providing an environment that enables continuous learning growth and personal achievement for all employees. Achieving this commitment by the company is also dependent on the commitment of the employees and their willingness to learn, develop, take on new roles and responsibilities and seek opportunities for self-development.

Training and development plans are based on the future business strategy and the output of regular individual assessments. These plans identify where personal performance can be improved through where you start processes including training courses, coaching, work experience Formal studies, etc.

#### 4.2 Roles of Training:



## **1. AD Trade Business Environment:**

Ad Trade is an advertising company. AD Trade which deals with advertising, promotion, marketing and conducting survey reports of other company's products or services. It basically creates or design newspaper commercial, billboard commercial, and TV commercial. This requires their employees to have technical and practical experience. They give more importance on training to increase the efficiency of the employ. Increase employee performance, improve employee efficiency, reduce employee turnover, and improve organizational culture. No single business is broad enough or successful enough to make major changes in the external and internal environment. Thus, managers are basically connectors rather than experts in change.

## **2. AD Trade change and challenges:**

As they are Ad Trade Company, They have many competitors. They have to take many challenges to stay competitive with their competitors. To implement these challenges, they need skilled and creative workers. They are capable of taking on all kinds of challenges by forming skilled creative employees through training.

**3. Learn and implementation:** Helps organizational gain and retain optimal capabilities, it increases efficiency and learning and progress makes a difference and achieves more benefits.

**4. Ad Trade Business excellence:** It is characterized as a collection of proven practices on how AD Trade can make their trade highly profitable and smooth. Ad Trade Training helps in upon the quality of work and work life.

### **4.3 Method of Training and Development Process of Ad Trade:**

A wide range of training and development (hereafter TD) is implemented in the Ad Trade to ensure the above-stated objectives are being reached.

**1. Instructor- led training:**It is characterized as a collection of proven practices on how AD Trade can make their trade highly profitable and smooth. A trainer provides training to employees like a classroom around the clock. Coaches can answer specific employee questions or direct them to more resources.

## **2. Orientation training:**

Orientation training is the method of introducing new employees to their duties, responsibilities, co-workers and work environment within the organization. This training makes a difference and new employees feel contented in their new roles, groups and divisions.

## **3. Hands - on Training:**

This includes any experimental training absorbed on the individual needs of the employee. It is directed directly at work. Hands-on training can help employees impeccably fit into their upcoming or current role while augmenting their current skills.

## **4. Soft skill:**

Soft skills include qualities and behavior characters that help employees interrelate with others and succeed in the workplace. AD Trade provide soft skills include the ability to communication with potential customer ,counselor co- worker ,lead a team transfer a contract ,follow instruction and get a job done on time. In AD Trade 90% employee are involving in their soft skill training.

## **5. Classroom training:**

Classroom training is lead off the job and is possibly the most familiar training method. This training is an operative way to deliver information quickly or to large groups with limited or no knowledge of the matter being presented. This training is often used for technical, professional and managerial employees.

## **6. Leadership:**

Organizational leadership is the capability to lead groups of individuals toward the attainment of an organization's goals. Understanding arrangement with an organization's mission, vision and own strengths. About 85%-95% of employees in AD Trade are involved in leadership training programs. Another feature of effective employee response is what employees deliver to their employers.

## **6. Career or Development Training**

Over time, such in-service training is usually provided by higher-level officials to help employees improve their knowledge, skills, and abilities to take on more responsibilities at higher positions. This training provides employees with important knowledge on how to

perform well in the organization and to ensure that they simultaneously support their own advancement with the organization.

### **7. Employee Training:**

Employee training is a process of improving prevailing capacities and skills of employees and developing organizational goals. The benefits and importance of employee training are – cultivating performance, managing with unanticipated situations, learning culture within an organization helps to appeal new employees and improve faithfulness. 85% employees are intricate in this training system.

### **8. Management training:**

A conscious exertion by an organization to deliver opportunities for its managers to learn, develop, change in the hope of making a unit of managers with the necessary skills to function efficiently in that organization over a long period of time. Management training process unusual courses and projects, conference training and management game case studies. The benefits and importance of management training are- Moving forward, communication skills, personalized feedback and self-assessment, understanding the role of a manager, developed considerate of change management. About 55%-65% employees are complicated in this training system.

### **8. Demonstrations and Simulations:**

Demonstrations and simulations are essential training methods at AD Trade. Demonstrations can be done in the workplace or in the classroom. A demonstration where the trainer actually shows the trainees how to do something has wide presentation. A simulator is any technique that impersonators as nearly as possible the definite circumstances encountered in the fab. On-the-Job Training - Above. Entrance training and traineeship training are generally for

non-supervisory training. Class room training and demonstration and simulation are for supervisory training.

**9. on the job development:**

Coaching

Under study

Committee assignment

Job rotation

**10. off the job development:**

Sensitively training

Transactional analysis

Training within the company

Training outside the company

Lecture courses

Simulation exercise

**4.4**



**Training and Development Process of the AD Trade Company.**

- **Needs analysis** is the first step in the training process. It identifies specific job performance skills required, assesses the potential trainee's skills, and develops specific measurable knowledge and performance objectives based on any deficiencies.



- **Instructional design-** In the second phase of instruction design, individuals decide to compile and develop training program content, including workbook exercises.
- **Validity-** Validation is the third step where bugs are removed from the training program by presenting them to a small representative audience.
- **Implement the program-** The fourth step is to implement the program by actually training the targeted employee group
- **Evaluation-** The fifth is an evaluation step where management evaluates the success or failure of the program.

#### **4.5 Techniques of Evaluation of the AD TRADE Company:**

Performance based evaluation procedures are used by Ad Trade to evaluate the effectiveness of the training program such as:

##### **A. Pre-Post Training Performance Method:**

Here the key devour is how an employee implements his duties before and after training. That is, the performance of the employees before joining the training program is unhurried and after getting the training the presentation is also unhurried and associated with the previous one. This method is the most widely used process for evaluating the usefulness of training methods. But AD Trade does not always follow this procedure. This method is mostly used in AD Trade ID. For Executives but not for operatives and fresher's.

##### **B. Post Training Performance Method:**

In this technique the performance of the trainee after directing the training program is marked by AD Trade. The main related areas are- how employees achieve their duties, training improves their skills in their particular workplaces and their behavior, work management approaches.

##### **C. Observation:**

After conclusion of the training program the evaluator of Ad trade observes and evaluates the trainee's presentation in the workplace. Here is direct observation. Most of the time this observation is done for decision-making trainees.

#### **D. Reaction:**

This technique is used to classify the efficiency of the training program after showing the training program. Here the trainee is given a survey and asked to give their judgment about the overall training program.

#### **E. Costs and result analysis:**

Here the costs and outcomes of the training program are identified. The results are compared with the costs because training is a kind of investment and if this investment is not able to bring the desired results, it is considered a loss.

#### **4.6 Questionnaire survey analysis of the AD TRADE Company:**

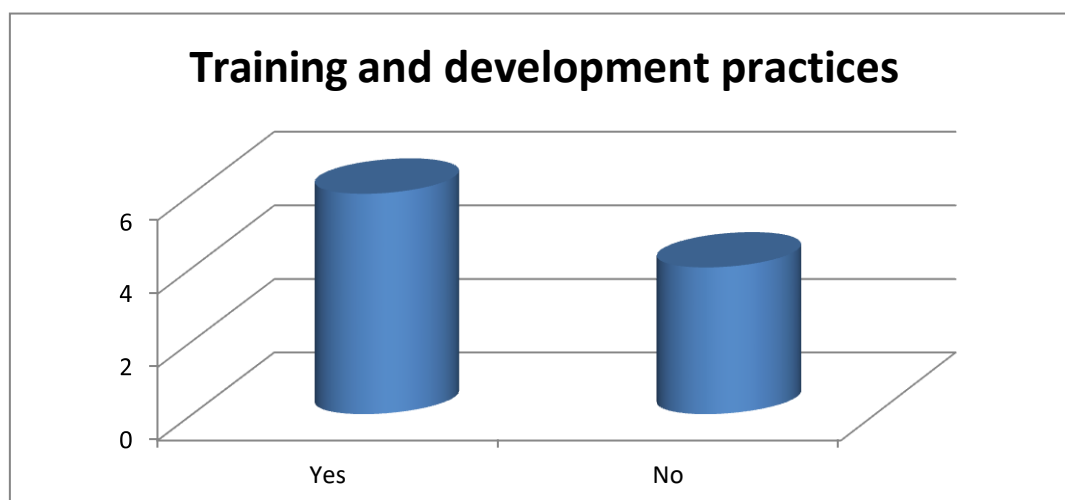
Questionnaires are important for any type of research. Questions are designed and respondents are asked to provide specific information. It serves two basic purposes: (1) to collect suitable data (2) to make data comparable and agreeable to analysis.

To prepare this report a questionnaire was developed and 10 employees and 3 executives of AD Trade, Corporate Wing were interviewed. The questionnaire is analyzed below:

##### **1. Do you have clear information about the different methods of training and development of AD Trade?**

<b>Particular</b>	<b>Respondent</b>	<b>Percentage</b>
<b>Yes</b>	<b>6</b>	<b>60%</b>
<b>No</b>	<b>4</b>	<b>40%</b>

Graphical presentation:



**Figure: 4(b) Do you have clear information about the different methods of training and development of AD Trade.**

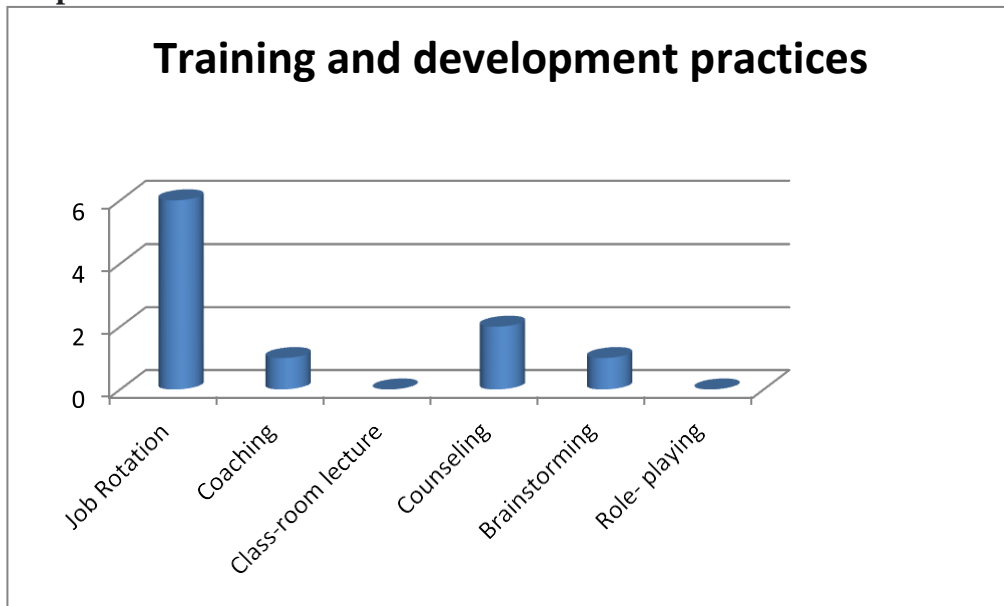
**Interpretation:**

As can be seen from the graph, 60% of the employees have a clear idea about the various training and development programs, but the remaining 40% of the employees do not have sufficient knowledge about it. Because AD Trade appears to be reluctant to be operative and up-to-date on training methods. Due to lack of knowledge in the field of training and development it may deter the attainment of AD Trade training goals.

**2. Which types of training program you prefer most?**

Particular	Respondent	Percentage
Job Rotation	6	60%
Coaching	1	10%
Class-room lecture	0	0%
Counseling	2	20%
Brainstorming	1	10%
Role- playing	0	0%

**Graphical presentation:**



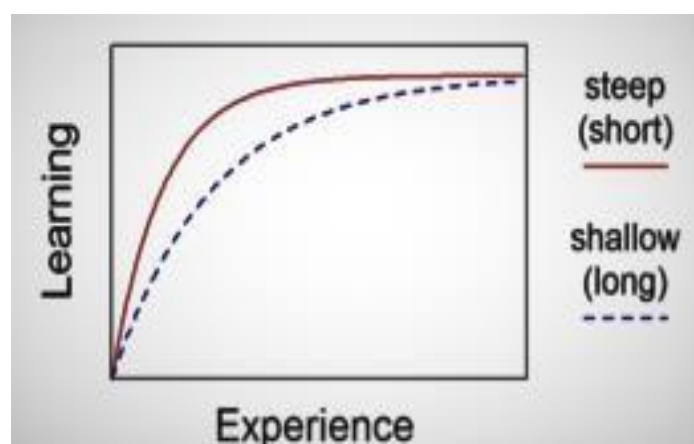
**Figure: 4(b) which types of training program you prefer most?**

**Interpretation:**

From the graph it can be seen that 60% functioning employees choose job rotation and 20% choose counseling, while no functioning and fresher's choose role playing and class room lecture method as training method because traditional form training which devours valued time. Workers and fresher's choose job rotation the most as it often allows them to gather a diversity of knowledge in different positions.

### **3. How have an Employee improved after Training and Development Course?**

**Graphical presentation:**



**Figure: 4(c) how have an Employee improved after Training and Development Course?**

**Interpretation:**

In this graph we can see that the staff experience is increasing at an increasing rate after the training and development course. Employees achieve their duties; training improves their skills in their particular workplaces and their behavior, work management approaches. Such in-service training enables employees to take their knowledge, skills and ability to take on more responsibilities at higher positions. As a result, interest in work, efficiency, increase performance and interest in hard work are aroused.

#### **4.7 Training and Development Objectives of AD TRADE Company:**

- Helping employees perform more effectively in their work.
- Preparing employees for future growth and advancement by providing supervisory and other management programs.
- To build effective work teams by developing employees' communication and interpersonal skills,
- Instilling a sense of dedication to the highest standards.
- To keep up-to-date with changes affecting the business environment.

#### **4.8 Importance of Training and Development at AD Trade Company:**

Training and development helps to increase the operation of human resources which inspires the illustrative to fulfill the organizational objects as well as their personal goals. It helps to discourse employee weaknesses and improve employee act. Employees achieve their duties; training improves their skills in their particular workplaces and their behavior, work management approaches. Always try to cut costs and decrease supervision. Training and development helps representatives at every level increase their job knowledge and capabilities. It helps in enhancing the general appeal of the representatives. Training and development performs in organizations, increase job satisfaction, increase employee performance and productivity, and achieve greater proceeds.

#### **4.9 Training and Development practice at Ad trade company:**

AD Trade employs a large number of operate to achieve various professions. Some of them have recovered. They need more information and skills to achieve the job better. Therefore, suitable planning is required for AD Trade to pay to the achievement of organizational goals. We have shaped today's occupation within the organization exploiting today's invention. Training is often understood as a learning experience. So, if employees are to learn what training can deliver to advance an employee's job performance, employees should start by descriptive how to recollect. Training increases employee job connected information.

Training provides the information needed to perform the existing job beneficially. On the other hand, employee expansion emphasizes on approaching jobs within the organization.

#### **4.10 Major Finding:**

**The areas where Ad Trade’s employees have further room for development is listed below:**

- It has been observed that through structured qualitative and quantitative training and development process AD TRADE has been able to reach most of its objectives.
- It has also been observed that most of the employees are very well equipped with the practical and technical skills required to execute their job to perfection. However, a small but important observation made was that employees sometimes slightly misbehave with clients regarding technical matters.
- It has been observed that the employees of AD TRADE work in harmony most of the time. Despite this, there have been some clashes between their staff.
- It has been observed that the employees of AD TRADE lack something about “Corporate Culture” and “Professional Behavior”.
- AD TRADE's employees perform all their technical skills-related duties well enough to meet customers' need, especially regarding graphic design. Technical skill literacy is not equal among all employees at the same level.
- If they don't treat their customer’s right, they won't want to support their business. Ensuring that they address their concerns and provide them with the best possible experience gives them value as customers.
- Customer relationship management systems help businesses manage relationships with existing and potential customers. They help maintain customer information and identify sales opportunities. The biggest advantage is that data is stored in one place, so all employees who need it can access it.
- Creating a customer faithfulness program rewards prevailing customers for supporting the business. They can help attract new customers or win back those who have left the business.
- Launching an email campaign can help ensure that the business stays top of mind for customers. This is a great way to move existing and potential customers through the sales funnel.

- Engaging with customers on social media can contact businesses on social media with a question or to share feedback, pain points or complaints. Taking the time to respond and engage with them shows that they value their thoughts and take their anxieties seriously.
- Keep promises, no one likes to be forgotten. If they tell a customer that they will contact them with more information or at a later date, do so. If they don't, it can give customers a bad impression of their business.
- Many customers want to do business with a company that matches their own values. Corporate Social Responsibility (CSR) means they understand the influence their business has on all features of society. Letting the public see what their business is doing to make a positive impact can help their business' bottom line.
- You have succeeded in selling their main product or service to customers. After all, this is what got you thinking about growing your small business. Now, offering different products or services can help their get new customers. You can do this by:
  - i) Identifying opportunities for new products or services: Do market research to see if there is anything new they can offer their customers to buy.
  - ii) Finding different ways to offer their prevailing products: This includes contributions or packages.

# **Chapter 5:**

## **Recommendation and Conclusion**



## 6.1 Recommendation:

- AD TRADE should add more customer relationship-oriented training to their training development process.
- AD TRADE can also add customer relations-based training to the list of topics taught during routine in-service training because employees take these routine trainings seriously.
- AD TRADE's corporate culture seems paternalistic, but junior officers seem to need a bit more guidance on "corporate culture" and "professional conduct".
- It may be suggested that AD TRADE include proper training on the company's "Corporate Culture" and "Professional Conduct" in the pre-service and foundation training programs for new recruits.
- AD TRADE employees may be asked to provide weekly on-the-job training to their less skilled colleagues for reasonable incentives. AD TRADE may ask less skilled employees to take a career and development training course.
- They need to be organized to achieve business success. This will help those complete tasks and stay on top of to-dos. A good way to get organized is to make a daily to-do list. As they complete each item, check it off their list. This will ensure that they don't forget anything and complete all the tasks necessary for their business to survive.
- Keep Detailed Records All successful businesses keep detailed records. By doing this, they will know where the business stands financially and what potential challenges they may face. Just knowing this gives them time to develop strategies to overcome those challenges. Most businesses are choosing to keep two sets of records: one physical and one in the cloud. By having records continuously uploaded and backed up, a business no longer has to worry about losing their data. Physical actions exist as a backup but more often than not, they are used to ensure that other information is correct.
- Competition types the best results. To be successful, there must not be afraid to study and learn from their competitors. After all, they can do something that they can apply to their business to make more money. How they analyze the competition will vary between divisions. If you're a restaurant owner, you might be able to eat at your competitors' restaurants, ask other customers what they think, and get information that

way. However, you may be a company with much more limited access to your competitors, such as a chemical company. In that case, you will be working with a business professional and accountant to understand not only what the business presents to the world, but also any financial information you may be able to obtain on the company.

- Understand Risks and Rewards their key to success is taking calculated risks to help their business grow. A good question to ask is "What are the downsides?" If their can answer this question, then they know what the worst case scenario is. This knowledge allows there to take the kind of calculated risks that can create tremendous rewards
- Always look for ways to improve their business and differentiate it from the competition. Accept that you don't know everything and be open to new ideas and different approaches to their business. There are many outlets that can lead to additional income. Take Amazon for example. The company started as a bookseller and grew into an ecommerce giant. What many people didn't expect was that one of the main ways Amazon makes its money is through its web services division. The division did so well that when Jeff Bezos stepped down as CEO, the head of Amazon Web Services was named the new CEO.
- There are many successful businesses that forget the importance of providing great customer service. If they provide better service to their customers, they will be more inclined to come to their next time rather than to their competition. In today's hyper-competitive business environment, often the differentiating factor between business success and failure is the level of service that the business provides. This is where the adage "undersell and over deliver" comes into play, and savvy business owners would be wise to follow it.
- Consistency is a key ingredient to making money in business. They have to do whatever it takes to be successful day after day. This will create long-term positive habits that will help them earn money in the long run.

## **6.2 Conclusion**

It can be concluded that the staff of AD TRADE perform their duties as well as expected from a fast growing advertising firm in Bangladesh. AD TRADE's training development process has already ensured that day-to-day operations run smoothly and that no employee is unaware of the critical knowledge or skills required to perform their duties.

Even if an employee lacks skills, their colleagues are always there to help and as a team, they are seen to work very well and professionally. However, if the minor issues addressed in the findings are addressed, perhaps by implementing the recommendations, then it is very possible that AD TRADE's culture will reach international standards.

This report attempts to present the HR practices of AD TRADE as compared to its nearest competitor in the advertising industry. From the analysis I found the training and development system is very satisfactory. During my internship, I received the support I needed to gain this knowledge and get accurate information about my subject which is the training and development process of AD TRADE.

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[https://www.academia.edu/30816653/Internship\\_Report\\_on\\_The\\_Training\\_and\\_Development\\_Process\\_of\\_MEB\\_Industrial\\_Complex\\_Ltd\\_docx](https://www.academia.edu/30816653/Internship_Report_on_The_Training_and_Development_Process_of_MEB_Industrial_Complex_Ltd_docx)