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Internship Report on
Recruitment and Selection Process of PriyoShop.Com Ltd
Daffodil International University

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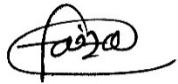
The Internship Report is submitted to the Department of English, Daffodil International University, for the partial fulfillment of the requirement for the degree of Bachelor of Arts (B.A.), in English

Date of submission: Spring, 2024

Declaration

I, Sanjida Akter Faiza, Department of English, hereby declare that the internship report submitted to the Daffodil International University English department, is a project work. This report constitutes an integral component of my academic pursuits, specifically for the fulfillment of the course titled “Project Paper with Internship” (course code: ENG331) within the framework of the B.A (Hons) program in English. I would like to fully acknowledge all sources of help and prepare under the supervision and guidance of Md. Abdul Momen Sarker, Assistant Professor & Program Coordinator, MA, Department of English, Daffodil International University.

I also confirm that this paper is only for academic requirements. This reports not been published in any journal or magazine, or any other University for any degree and student fellowship.



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Letter of Approval

I am pleased to declare that Sanjida Akter Faiza, ID: 201-10-2228, from the Department of English advised to perform an internship report on “Recruitment and Selection process at PriyoShop.Com Ltd”, which is a renowned B2B marketplace in Bangladesh. I highly recommend the internship report meticulously prepared by Sanjida Akter Faiza for future scholarly investigation.

During his internship, it has been a real pleasure of mine. I pray for his better health and success in life.



Md. Abdul Momen Sarker

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Acknowledgment

At first, I would like to pay my gratitude to almighty Allah for providing me with the strength to perform my internship report obligations and responsibilities as well as to complete the study and report within the time frame.

In preparing the internship report on 90 days of experience with “Priyoshop.Com Ltd.” Firstly, I would like to convey my utmost gratitude to my academic supervisor Md. Abdul Momen Sarker, Assistant Professor & Program Coordinator, MA, without his kind direction and proper guidance this report would not have been possible. I also would like to show my deepest appreciation and gratitude to my field supervisor and line manager Md. Mahfujur Rahman, Assistant Manager HR & Admin helped me to understand the recruitment process through practical experience. He constantly provided me with challenging and rewarding tasks, offered constructive feedback, and patiently answered my questions.

I am also grateful to the entire HR & Admin team at PriyoShop. Each member was welcoming and willing to share their knowledge and expertise with me. I also grateful to Sumaia Nahrin, Senior Executive HR & Admin, and all employees, they helped me and co-operate with me in my entire Internship journey. Their mentorship and collaborative spirit made my internship a truly enriching experience.

Finally, I would like to thank Daffodil International University for providing me with the opportunity to participate in this internship program. This experience has been vital in helping to close the knowledge gap between theory and practice, and it has significantly enhanced my understanding of the HR & Admin field.

I am truly grateful to all who made this internship a success. I will find great value in the knowledge and skills I acquired during this period as I move from being a student to a professional position in administration and human resources.

Abstract

At first, PriyoShop.com Ltd. was known as a B2C marketplace since February 2013. Later, in 2021, It started its journey as a B2B marketplace. So, now it is Bangladesh's biggest B2B marketplace, where consumers purchase their products within a short time. So, I have experience working as a HR intern at "PriyoShop." The objective of this study was to analyze the company's organizational structure, HR onboarding process, employee motivation strategies, and employee database management. The research methodology involved a literature review and conducting surveys within the company. I have tried to solve various challenges, introduce a new value proposition, and reach more people. Nowadays, "PriyoShop.com Ltd." is one of the fastest-growing B2B marketplaces in Bangladesh. Currently, they are serving more than 44000 MSMEs in Dhaka, Chattogram, Feni, Chandpur, Gazipur, Mymensingh, Shariatpur, and so on. In this report, I have tried my level best to exemplify the basic functions of the business operations model that is exercised at "PriyoShop.com Ltd." I have analyzed the HR recruitment and selection process at "PriyoShop.com Ltd." from the perspective of theoretical definition, practical applications, sending mail, principles followed, and technology used in the whole process. The report also discussed the "PriyoShop.com Ltd." goals, mission. and vision. This report focuses on this organization's concerns with specific products and the full business operation process. Ultimately, my internship report functions as a thorough analysis of the real-world experience I had while working as an intern. I was excited to learn new things, and I was getting stronger every day in my field.

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Chapter – 01

Introduction

1.1 Introduction of the paper

Stepping into the dynamic world of B2B commerce at PriyoShop as an HR Intern was an exhilarating privilege. I had done my internship at PriyoShop.com Ltd. The topic of the report is “Recruitment & Selection Process of PriyoShop”. To give students practical work experience, the department offers internship programs in light of this. These internships provide a vital connection, motivating students to apply their academic understanding to real-world scenarios. By these internships, students learn vital skills and get practical experience that will help them in their future jobs, in addition to developing a greater understanding of their field.

As an intern, researcher got the opportunities to perform different task related with HRM activities of the PriyoShop for three month and these broaden my own perception about the operation of corporate industry. PriyoShop, a leading player in the Bangladeshi B2B marketplace, presented the perfect canvas for exploring my curiosity and putting theoretical knowledge into practical action. Beyond technical and professional knowledge, my internship at PriyoShop fostered personal growth and instilled invaluable lessons about navigating a dynamic work environment.

1.2 Purpose of the Internship

An internship in HR offers a wealth of benefits and learning opportunities, shaping your professional development and future career prospects. Here are some key points highlighting the importance of your internship as an HR Intern:

a. Practical Skill Development

Apply theoretical knowledge from my studies to real-world HR practices like recruitment, onboarding, employee relations, and performance management. Gain proficiency in essential HR tools and systems used for data analysis, applicant tracking, and communication. Enhance my communication, teamwork, problem-solving, and interpersonal skills through interaction with diverse stakeholders

b. Industry Exposure

Gain a firsthand perspective on the unique challenges and dynamics of managing talent within a B2B marketplace like PriyoShop. Immerse myself in the current HR landscape, gaining valuable insights into industry trends, best practices, and emerging technologies. Build professional connections with experienced HR professionals and expand my network within the HR community.

c. Career Exploration and Validation

Firstly, test the inner passion for HR through practical experience and solidify my career choice with confidence. Discover own potential and areas for improvement in the HR field, shaping future learning and development goals. Gaining internship experience enhances your resume and CV, making you a more attractive candidate for future HR positions.

d. Personal Growth and Development

Successfully navigating real-world HR challenges instills confidence in my abilities and prepares future professional tasks. Learn to adjust to new situations, overcome challenges, and thrive in a dynamic work environment. Take initiative, contribute to projects, and develop leadership potential through teamwork and collaboration.

1.3 Scope of the Report

The purpose of these reports is to provide an overview of my temporary job. The objective of the internship program at PriyoShop.com was to acquire practical knowledge and compared the HR & Admin departments working environment. I have attempted to provide a description of PriyoShop's entire HR and administrative procurement procedures in this report. For the topic I discussed in my paper, I also consulted with some experts.

1.4 Objective of the Study

The Primary objectives are as follows:

- a. To gain a comprehensive understanding of the recruitment and selection process at PriyoShop.Com Ltd
- b. To analyze the effectiveness of the current recruitment and selection process method by the organization.
- c. To identify any challenges or areas for improvement within the recruitment and selection process.
- d. To provide recommendations for enhancing the recruitment and selection procedures based on best practices.
- e. To offer some suggestions for improving the issue.

1.5 Methodology

Information from various sources has been gathered to compile this report. The data source is separate into two categories: Primary data sources and Secondary data sources.

Primary data sources:

- Observed workflow, conduct interviews, Full office visits
- Face to face communications with representatives, employees, and applicants during the hiring and placement process.
- Desk Work.
- Corporate monitoring.
- Personal Observation.
- Practical experience in corporate work
- Discussion along with the member of “PriyoShop.com Ltd”

Secondary Data Sources:

- Records and documentation from the hiring procedure.
- PriyoShop Websites and Online Resources.
- Social media, job posting sites.
- Industry Reports.
- Files and documents related to official agreement, appointment letter, bank statement, Company accounts, etc.

Topic Selection:

I have selected this internship topic and Md. Abdul Momen Sarker Assistant Professor & Program Coordinator, MA, in the English department at Daffodil International University, granted his approval.

Sample Frame:

The sample frame of this study consists of almost 300 employees of PriyoShop.com Ltd.

Population Size:

The total number of employees in the HR & Admin Department 08. Assistant manager, One IT Officers, Two Admin Jr executive, One Senior HR Executive, One HR executive & Two HR junior executive.

Sampling method:

I selected the probability sampling method for because every employee comes to the organization my research. Convenience sampling was the method of choice for sampling, and a simple strategy was used. This technique was used to improve the process efficiency and accessibility.

Chapter – 02
Company Profile



2.1 Overview of “Priyoshop.com Ltd”

“PriyoShop.com Ltd” one of the fastest growing B2B Market places in Bangladesh. They are serving more than 4000 MSMEs in Dhaka, Chattogram, Feni, Chandpur, Mymensingh, Gazipur, Cox’s Bazar, Shariatpur, and continuously growing on. “PriyoShop.com Ltd” showcase products from all categories such as – Clothing, Footwear, Jewelry, Watch, Fashion, accessories, Health & Beauty products gadgets, gift package and still counting.

PriyoShop was established by Asikul Alam Khan. It was established on seventh February 2013. It started its journey with a little three-part group and a 600 square foot workspace. Investing in internal coordination is among the most punctual significant sectors of the internet company in the country. Currently, its coordinator its own conveyance inside Dhaka and the surrounding areas. It makes utilization of some of its conveyance administration partners for conveyance in upcoming areas. There are over 60 representatives in the 3C model (PCs, correspondence, buyers). In Dhaka, it has five distribution centers. The company uses a network of touch points, including mail depots, UDC centers, and Banglalink kiosks, for bundle drop-off and pickup. The organization use the mailing station network as a coordination channel, With more than 8000+ mail depots within a 2-mile radius of every customer and working all the way down to the UDC levels, the organization uses the mailing station network as a coordination channel. Customers can arrange goods using the website and applications for using the website and application for iOS and Android. Customers of PriyoShop.com can order products to be delivered at Banglalink’s touch points located in the nation’s smaller cities. PriyoShop is Bangladesh ‘s go-to online retailer, providing a completely worry-free buying experience through reliable and secure access points. Customers can shop with all of their favorite brands and more at this well-liked and trustworthy store. Shopping is easier, reliable these days., and more reliable these days.

2.2 Values of “Priyoshop.com Ltd”

PriyoShop is a Bangladeshi e-commerce platform, headquartered in Dhaka, Bangladesh. The organization began its procedure on February 2013. It’s a B2B markets place.

So, they have their own seven values which made them great in their works and also motivate them in their works. These are:

- a. Customers obsession.
- b. Make it Simple.
- c. Be respectful.

- d. Be Humble.
- e. Integrity.
- f. Act Now.
- g. Sustainable Growth.

Customer Obsession: Customer obsession is a company culture that is focused on "obsessing" over the customer, while this may be a broad definition, there are some things that all customer-obsessed companies have in common.

Make it Simple: Simplicity is more than simply a design element at PriyoShop, it's the core of our dedication to serving clients. With our user-friendly retail app, WhatsApp Marketplace, we take pleasure in giving our customers a simplified shopping experience. The ability to simplify means to eliminate the unnecessary so that the necessary may speak" "Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity," "The greatest ideas are the simplest." "Three rules of work: out of clutter find simplicity.

Be Respectful: Show consideration and regard for someone or something. Respectful is the adjective form of the common word respect, which means a feeling of admiration. Respect the others, consumers, and the seniors as well as your every colleague who are working together in this organization.

Be Humble: Show humility in your actions and attitude. Be aware of your own shortcomings, strengths, and limitations. Recognize and acknowledge the strengths of others. Be open to learning and adapting from your colleagues. Work towards putting others' needs before your own. Be a good listener and ensure others feel heard and understood around you.

Integrity: At PriyoShop, we are humble to every individual-be it a retailer, supplier or member of our dedicated team. We approach each relationship with a genuine spirit of respect and openness, fostering a community where humility shapes every Interaction, join us on a humble journey where everyone is valued and embraced. Integrity is the practice of being honest and showing a consistent and uncompromising adherence to strong moral and ethical principles and values.

Act Now: Act now means work on time. Seize the moment at PriyoShop, where our actions today spark the flames of positive change. Accept a world of opportunities by choosing products and practices improved our common future. We act now for a better future.

Sustainable Growth: At PriyoShop, we are planting seeds for a better tomorrow with our commitment to sustainable growth, choosing products and practices that nurture both you and the planet. Join us in sowing the seeds for a brighter future. Sustainable growth is defined as the annual percentage of increase in sales that is consistent with a defined financial policy (target debt to equity ratio, target dividend payout ratio, target profit margin, target ratio of total assets to net sales).

2.3 Mission

Their main goal is to become the largest online platforming the globe outside of Bangladesh. The association recognizes and collects exhibited web strategy move them to new, undeserved and unseen business areas where they attempt to scale them into market driving on the web associations.

2.4 Vision

At PriyoShop, it accepts the web is becoming further and quicker into everyday life than anybody envisioned. They will probably receive the largest share of buyer online spending in their respective industries.

2.5 Goal

It must provide the highest quality products at the most reasonable price. It accepts to present the most recent.

2.6 Company Objectives

- Facilitate job placement, internships, and identify different types of operational analysis of the company.
- Knowledge about Logistics.
- To recognize new trends and best practices in recruitment and selection inside the new normal of the B2B market.
- Examine the possible advantages and difficulties of these developments for future B2B marketplace.

- Provide recommendations for best practices and practical methods for modifying recruitment and selection processes to fit the new normal.

2.7 List out the Services offered by the PriyoShop

Here are the services offered by PriyoShop.Com Ltd.

- **Retail:** PriyoShop provides a platform for retailers to source products from wholesalers and sell them to customers.
- **HoReCa:** PriyoShop offers a B2B marketplace for hotels, restaurants, and cafes to purchase supplies and equipment.
- **Digitalization:** PriyoShop helps small and medium-sized enterprises (MSMEs) with digitalization by providing them with e-commerce platforms and other digital tools.
- **Financial services:** PriyoShop offers embedded financial services such as loans and payments to its customers.

Chapter – 03

Recruitment & Selection process at “Priypshop” as a B2B Marketplace

3.1 Recruitment & Selection process at “Priypshop” as a B2B Marketplace

1. Job Posting and Sourcing

- **Platforms:** Utilize online job boards, professional networking sites like LinkedIn, and their own careers page.
- **Targeting:** Focus on attracting candidates with B2B sales, marketing, account management, and industry-specific expertise relevant to their marketplace.
- **Job Descriptions:** Clearly outline responsibilities, qualifications, and the B2B value proposition of working at PriyoShop.

2. Screening and Assessment

- **Initial Screening:** Review resumes and cover letters for relevant skills and experience. Conduct phone interviews to assess communication, enthusiasm, and basic fit.
- **Skills Assessments:** Depending on the role, utilize online assessments for sales aptitude, communication skills, or industry knowledge.
- **Video Interviews:** Conduct virtual interviews with shortlisted candidates to delve deeper into their experience, problem-solving skills, and cultural fit.

3. Evaluation and Selection

- **Panel Interviews:** Involve relevant team members like sales managers, marketing leads, or industry experts to assess the candidate's suitability for the role and team dynamics.
- **Reference Checks:** Conduct thorough reference checks to verify past performance and employment details.
- **Offer and Negotiation:** Present a competitive offer package considering experience, industry standards, and candidate expectations. Negotiate terms and finalize the employment agreement.

4. Onboarding and Training

- **Comprehensive Onboarding:** Provide a structured program introducing the company culture, values, B2B marketplace operations, and specific role responsibilities.
- **Mentorship and Support:** Assign mentors or buddies to guide new hires, answer questions, and facilitate smooth integration into the team.
- **Ongoing Training:** Offer continuous training opportunities to keep employees updated on industry trends, platform features, and sales methodologies.

Chapter – 04
Internship Activities

4.1 Introduction

I started my internship as an intern in the Human Resources Management & Admin Department of PriyoShop.com Ltd. It is a great opportunity for me to gain new experience working with the HR team. PriyoShop.com Ltd apparel B2B marketplace company in the Bangladesh wherever I worked for last 3 months as associate intern. I conducted working with company's office documents, bank documentation. Hiring, Taking Interviews, office monitoring. Etc. This work opportunity gave me the chance to be work atmosphere and gathering expertise and data from many areas.

4.2 Internship Activities

I was Working as an Intern under the Assistant Manager of Md. Mahfujur Rahman, HR & Admin Department. He was so friendly person and also supportive towards me. He is always there to support me whenever I faced any difficulties my office work. He constantly repaired my mistakes. My teammates are all really friendly, and they helped me wherever I needed assistance.

4.3 Internship Responsibilities

- I used to post recruitment circles on various websites like BD Jobs and Facebook Pages.
- CV Sorting & Arrange Interview schedule.
- Calling & Mailing shortlisted candidates for interview.
- Follow-up call for interview & taking interview.
- Again, call the Selected candidates for joining purpose.
- Joining day candidates fill all the official documents and collecting their all-personal documents.
- After the joining process is completed, the new employee is given the book, pen and T-shirt.
- Prepare employee agreement paper, Appointment letter, offer letter, approve letter and on bonding documentation for new hires.
- Conduct employee surveys and gather feedback on satisfaction, engagement and company culture.
- Facilitate and participate in new employee orientation programs.
- Attended a day-long job fair at IUBAT University. From there I gained new experience and collected many CVs.
- Everyday Office monitoring for cleaning purpose.
- Event support & organize.

- Attended meetings with various companies for official purposes.
- Monthly office stationery items listed & checking previous month stationary items.
- Update data in officially stationary items inventory sheet.
- Arrange evening snacks items & distributed employees through support staff.
- At the end of the month, collect the Nagad number from the new employees for salary purpose.
- Every monthly joining the all-employees town hall meeting with CEO sir.
- Maintain and update employee records and database.
- Prepare and Process HR reports and presentations.
- Research and recommend new HR tools and technologies to improve efficiency

4.4 Internship Duration Time Frame & location

The internship research was completed at the PriyoShop.com Ltd.

My internship duration time: I was employed as an intern of the company since 01 January, 2024 to 30 March, 2024. And currently I am employed as a junior executive in HR & Admin department in this company. However, the opportunity is extended as so is require by the authority. My working hour is Saturday to Thursday – 9.00 am to 6.00 pm and lunch hours 1.00 pm to 2.00 pm.

My job location is 31/A, Dhanmondi 08 (Near Sheikh Jamal Playgroup)

4.5 Skill Development During the Internship

As an intern time at PriyoShop.com Ltd, I gained their soft skills through a variety of in-depth professional and personal experiences. This time I learned both effective soft and hard skills. Soft skill are personal traits that enable a person to connect with people in a professional setting effectively and efficiently. And Hard skills have made me stronger, able to adapt and overcome any challenges. I gained the following skills:

- **Communication skill:** During the internship I improved my verbal communication skills through interactions with my colleagues, clients, new employees, and supervisor. Also improve my communication skills during orientation of new employees by interacting with them. And that includes writing repots, emails, and possibly presenting results or project.
- **Team work:** Improve my professional and interpersonal skills by frosting coworker harmony.

- **IT Skills:** Improve in IT skills Microsoft word, Excel, PowerPoint, Google sheet, google mail, learned how to provide a company asset to a new employee, data entry and efficient documentation
- **Time management:** Maintaining a disciplined schedule and being timely improved productivity and efficiency.
- **Adaptability and Flexibility:** In any workplace environment, culture and tasks the ability to operate well in a group is essential. This includes the capability to collaborate with others, effective communication and share responsibility for achieving goals.
- **Networking:** I build a very good networking with everyone in my company and build an edge networking with other professional people, which can be valuable for my future career opportunities.
- **Industry Knowledge:** In the intern time I gained company organization knowledge, how a company achieves goals and company cultural environment. Know about PriyoShop, how PriypShop dose B2B marketplace business.
- **Self Confidence:** Successful completing tasks, receiving feedback, and seeing the tangible results of work increase self-confidence and belief in one's abilities.

4.6 Details of Analytical & Problem-Solving Cases

As an intern period I didn't get to face that much problem because the whole working process was done with team wise. Mostly because I find the problem is in blue collar hiring. Because blue collar position employee does not stay long time. Even when we do blue collar employee documentation, because their full documentation is not available. So, their documents are pending for many days. Then we are trying to solve the problems and do something new. And we are trying to include new rules and regulations. In addition, for future reference and audits, I kept a complete record of the whole transaction, including emails, agreements, and quality control reports.

4.7 Internship Impact

When we intern at a company, we have to perform all the responsibilities like a junior executive and do full time duty. But the salary of an intern is very low compared to work or unpaid internship, which have no salary. But an intern works like a junior executive. Also, there is no option overtime work payments. Lack of familiarity with company specific HR policies and procedures. There is no chance of early promotion and no chance of salary increment.

4.8 Interns Overall Growth

During my internship period, I gained so many experiences. For me, this internship experience has been a fantastic journey. Now I have strong leadership skills and teamwork abilities. I learned how to communicate with the candidate and vendors. I have also increased my confidence level through the internship.

4.9 Learning & Challenges as an Intern

Technical Skills

- a) **Talent Acquisition:** Gained proficiency in talent acquisition for others department like, candidate sourcing, resume screening and interview scheduling.
- b) **HR reporting and analytics:** Learned to analyze HR data through reports and dashboards to understand key metrics and employee trends.
- c) **Compensation and benefits management:** Gained basic understanding of employee compensation structures and benefits administration procedures.
- d) **HR software and tools:** Developed familiarity with various HR software and tools for tasks like performance management, employee engagement surveys and communication platforms. On the other hand, by using the PIHR software, payroll management becomes simple and automates for the HR processes.

Industry-Specific Skills:

- a) **Understanding of B2B HR practices:** Gained insights into the unique talent management challenges and requirements within a B2B marketplace.
- b) **Recruitment strategies for B2B roles:** Learned specialized techniques for sourcing and attracting qualified candidates for B2B positions
- c) **Employee engagement initiatives for B2B teams:** Developed an understanding of effective methods for maintaining engagement and motivation among B2B employees.
- d) **Compliance with Bangladeshi labor laws:** Acquired basic knowledge of relevant labor laws and regulations in the Bangladeshi context.

As an intern period the challenges I faced:

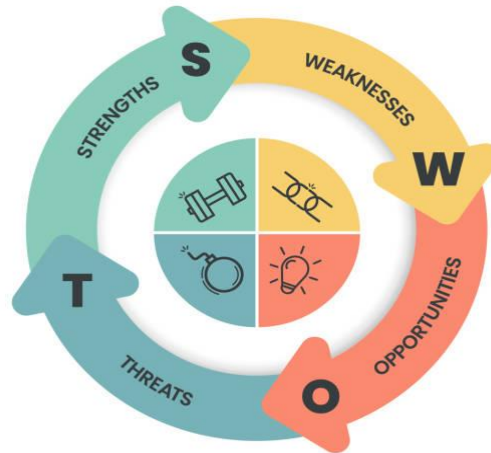
- Sometimes are faced new challenges due to new competitors in the market.
- Working Under high pressure or stress.
- As our company has many hubs, so many times after hiring employees have to face a problem to complete the documentation handover to them and employees file are pending for signature or documents.

- Many employees cannot do bank form due to lack of NID. For which we have to face a problem while paying their salary our office does not have hand cash policy. So, we collect their Nagad account and pay them.
- If 10-15 people are called for an interview, but 2-3 people come for the interview. As a result, which we are not able to find potential candidates among these few, then again, we have to call for interviews and wasting too.

Chapter – 05
SWOT Analyses

5.1 SWOT Analyses

PriyoShop is a B2B marketplace in Bangladesh that empowers MSMEs by connecting them directly to suppliers to fix the fragmented supply chain with embedded finance. It's empowering Small Businesses across Bangladesh. They have been operating in Bangladesh for almost twelve years. Here's a simple SWOT analysis for an HR role at PriyoShop:



1. Strength

- I can develop myself in the corporate sector.
- Learning a positive company culture.
- Enthusiastic about learning new HR processes and systems.
- I strongly communicate with my co-workers, which leads to smooth collaborations.
- I'm very good at time management and always deliver work within the designated deadlines.

2. Weaknesses

These are some of the weaknesses that I have found out about PriyoShop-

- Limited practical experience in HR functions.
- Limited network within the HR industry.
- Struggles with time management. Because it is not always possible to learn the office at the proper time.
- There is no option for overtime payment.
- Lack of familiarity with company-specific HR policies and procedures.

3.Opportunity

Though this company is still a new company but there are some opportunities where it can utilize and grow exponentially. These are my findings:

- Gain hands-on experience in various HR tasks such as recruitment, onboarding interviews, and employee relations.
- Attend training sessions and workshops to enhance HR knowledge and skills.
- Building professional relationships with HR professionals within the organization.
- Contribute ideas for process improvement and innovation within the HR department.
- Training is given to the members who are lacking in workshops and seminars.

4.Threats

Here are some the threats that has been the main challenging factor for PriyoShop:

- Sometimes we faced new challenges due to new competitors in the market.
- Working under high pressure or stress.
- As our company has many hubs, many times after hiring employees, they have to face a problem completing the documentation handover to them, and employees' files are pending for signature or documents.
- Many employees cannot do bank transactions due to a lack of NID. For which we have to face a problem while paying their salary, our office does not have a hand cash policy. So, we collect their Nagad account and pay them.
- If 10-15 people are called for an interview, but 2-3 people come for the interview, as a result, we are not able to find potential candidates among these few, and then again, we have to call for interviews, wasting it.

Chapter – 06

Major Findings of Priyoshop.com

6.1 Major Findings

According to the analysis and evaluation in the previous chapters, some key findings of the reports are given below:

1. Promotional offers intended for attracting in clients can occasionally be delayed in their release, leaving people in unawares about them.
2. They also don't get enough publicity.
3. Since, PriyoShop does not own any of its own products, wrong or lower-quality goods frequently arrive. It is among the causes of the clientele decline.
4. Price of several products is higher than the other website prices. And for that is why customers lose interest in buying products from them.
5. Product shipping can take a while at times. Customers are often discouraged by this delay.
6. Blue collar employees do not stay long time because they have more work pressure compared to their salary and twelve-hour duty hours.

Chapter – 07

Recommendations & conclusion

7.1 Recommendations

As an HR intern, I have conducted an assessment of PriyoShop.com Ltd and offer the following recommendations to improve their HR practices:

- Evaluate raising staff salaries. Because they genuinely give their employees much less than what is expected of them.
- They should require professional training along with innovative and effective staff development initiatives.
- The HR department must increase its current size immediately. The team may manage HR responsibilities more effectively and efficiently by expanding its capacity. A larger staff will enable more thorough and timely handling of tasks including hiring, employee training, performance management and payroll.
- The loyalty and motivation of employees will increase with the implementation of various employee benefits programs and amenities. The implementation of complete benefits like health insurance, flexible work schedules and performance-based incentives will foster a more encouraging and enjoyable workplace. As a result, employee productivity and satisfaction will increase, improving organizational performance as a whole.
- In order to increase publicity, PriyoShop should be more active on social media, especially on Facebook, Instagram, and YouTube and they need to bring out some TVC's on television as a part of publicity. Newspaper advertising should be increased and done so on a regular basis.
- Customers want their orders delivered quickly, thus PriyoShop should look for carriers who can offer tracking service and notification for when the package is dispatched, is on its way, has arrived close to the location, and will be delivered. Customers can feel completely at ease thanks to real-time tracking.

7.2 Conclusion

My Internship with PriyoShop.com Ltd has been really encouraging. The whole three-month period of my internship with PriyoShop.com Ltd I gained a lot of valuable knowledge about the company and human resources department operates. I now have a thorough awareness of the job market, the skills gap, and the difficulties by fresh graduates in obtaining jobs.

In my working period I was enough lucky to get the chance to work the professionals from different background. The team I had while working on tender was super friendly and supportive. They give me direction and supervision, enabling me to develop professional hard work ethics and better my understanding. This internship helped me to go in the professional world and let me face the job sector with their work process by passing me through their management system which is the most important sector for this kind of company.

In addition, throughout my brief work, I developed important delight talents. Additionally, I gained important insights on the value of scheduling, adaptability, facing interview challenges, in the workplace. It was a delightful journey with PriyoShop.com Ltd This was very rewarding journey for me.

Chapter – 08
Reference & Appendices

8.1 Reference

1. **Covey Stephen R. (1989) "The 7 Habits of Highly Effective People"**- This classic book focuses on personal effectiveness and leadership, **58-71.**
2. **Pink Daniel H. (2009) "Drive: The Surprising Truth About What Motivates Us"** - Explores the science of motivation and how it impacts career success, **49-52**
3. **Das, B.k et al. (2019) "Business to Business Relationship Management in Flexible Packaging Industry of Bangladesh"** - *Focus Journal of International Business*, **85-98.**
4. **S Birbirs (2023) "Systematic Literature Review on Human Resource Management Effect on Organization Performance"** - *Annals of Human Resource Management Research*, **131-146**

Website Link –

1. <https://priyoshopretail.com/about-us/>

8.2 Appendices



Working at office



First day at office



My desk

Faiza-31



Working time



HR team at office

Faiza-32



Happy New Year Celebration



Faiza-33



With CEO sir



Woman's day gift

Faiza-34



Woman's day gift received from Ma'am



Faiza-35



Job Fair Attend IUBAT



Faiza-36



5 million Raised celebration



Faiza-37



Pahela Fagun event celebration at office



Faiza-38



May 21, 2024

Reference: PS/HR/Int/May/21/01

Sanjida Akter Faiza

Vill- Hazl Lal Mia Sarkar Road, Jurain, Post- Gendaria TSO - 1204,
Kodomtoll, Dhaka South City Corporation, Dhaka

TO WHOM IT MAY CONCERN

This letter is to certify that Sanjida Akter Faiza has successfully completed the 3 months internship program with PRIYOSHOP.COM LIMITED. Her internship tenure was from January 01, 2024 to March 30, 2024. She was working with the HR & Admin and was actively involved in the projects and tasks assigned to her.

During the internship tenure, we found her a punctual and hardworking person with excellent communication skill. Her learning powers are good and she catch things up swiftly. She proved herself as an outstanding team player throughout her internship period. Her dedication, hard work, and positive attitude have made a significant impact on the organization.

We wish Sanjida Akter Faiza every success in her future professional pursuits and to achieve great things.

Sincerely,

Md. Ehasanuzzaman
Senior Assistant Vice President
Priyoshop.Com Ltd



Internship Certificate

201-10-2228

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