



Internship Report
on
Performance Appraisal Techniques of
Artisan House BD. Ltd.



Date of Submission: 20 October, 2025



Internship Report
on
Performance Appraisal Techniques of Artisan House BD. Ltd.

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Program: BBA

Major in HRM

Department of Business Administration

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Date of Submission: 20 October, 2025

Letter of Transmittal

20 October, 2025

Mr. Md. Alamgir Hossan

Assistant Professor

Department of Business Administration

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Daffodil International University

Subject: Submission of Internship Report on Performance Appraisal Techniques of Artisan House BD. Ltd.

Dear Sir,

With due respect, I am pleased to present my report on **Performance Appraisal Techniques of Artisan House BD. Ltd.** This report is an essential component of my internship, and I have dedicated great care and effort to its preparation, ensuring its accuracy, relevance, and usefulness.

I am deeply grateful for the invaluable support of my supervisor and other teachers, whose guidance played a crucial role in the successful completion of this project. Your encouragement and insightful feedback have been instrumental in shaping my work. I sincerely appreciate your time and effort in reviewing my report. I would be truly honored to receive your valuable advice and suggestions for further improvement. Thank you for your kindness and support.

Sincerely yours,


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Mohammad Habibur Rahman

ID: 181-11-683

Program: BBA

Major in HRM

Department of Business Administration

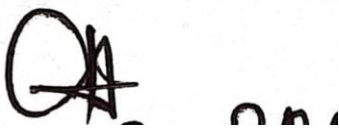
Faculty of Business & Entrepreneurship

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Certificate of Supervisor

I hereby certify that **Mohammad Habibur Rahman**, ID No: 183-11-683 a student of the BBA Program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has prepared the Internship Report titled **Performance Appraisal Techniques of Artisan House BD. Ltd.** as a requirement for fulfillment of the degree of Bachelor of Business Administration.

I wish him all the success in life.



.....

(Md. Alamgir Hossan)

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Student's Declaration

I, the undersigned, hereby declare that the Internship Report **Performance Appraisal Techniques of Artisan House BD. Ltd.** has been prepared by me under the guidance of Mr. Md. Alamgir Hossan, Assistant Professor, Department of Business Administration, Daffodil International University as a requirement for the accomplishment of BBA degree from the Dean, Faculty of Business & Entrepreneurship. It is also declared that this report has been prepared for academic purpose only and has not been/will not be submitted elsewhere for any other purpose.



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Mohammad Habibur Rahman

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Acknowledgment

The report titled **Performance Appraisal Techniques of Artisan House BD. Ltd.** has been prepared to fulfill the requirements of the BBA internship program. Throughout the preparation of this report, I received invaluable guidance, supervision, and support from numerous individuals and organizations.

I would like to express my heartfelt gratitude to **Md. Alamgir Hossan, Assistant Professor at Daffodil International University**, and my internship supervisor, for his unwavering encouragement and continuous guidance. His insightful advice, tireless support, and motivation helped me overcome challenges throughout my internship and during the preparation of this report.

I am also deeply grateful to everyone who provided me with essential information and extended their support at various stages. Their assistance and cooperation were instrumental in completing this report successfully.

Once again, I sincerely appreciate and respect all those who contributed to this endeavor.

Executive Summary

I have worked as an intern in the Artisan House BD. Ltd. Also, I have worked in the HR department. I have prepared this internship report fully based on my practical experience & theoretical knowledge. Introductory part has been included background of the study, scope of the report, objective of the report and Problem statement, Methodology of the study, limitations of the study. Organizational part: In this part I have discussed the corporate profile. I have also included the vision, mission, Artisan House BD. Ltd. products of this organization, Key Production Process Flowchart of Artisan House BD. Ltd. Performance Appraisal Techniques part: Performance definition, Performance Management definition, Performance Appraisal definition, Difference between Performance Management and Performance Appraisal. Aims of Performance Appraisal Techniques, Methods of performance Appraisal Techniques, Performance Appraisal Techniques followed by Artisan House BD. Ltd. Performance Appraisal form, Tasks and Duties Performed Accomplished at HR Administration, Working Environment, Facilities and constraints faced, Lessons learn from the internship. Data Analysis part: 2 Demographic and 10 Likert scale questionnaire Data Analysis, SWOT Analysis, Findings of the study: 1. Interpersonal relationship between manager and employees, 2. Effective Communication system, 3. Proper Feedback, 4. Employee Participation, 5. Facilitate Promotion, 6. Employee's competency gaps, Assessing Compensation Changes, 8. To promote mentoring and coaching, 9. Identifying workers with great potential, 10. Essential training necessities, 11. Superior Performance Inspiration, Recommendations & conclusion part: 10 Recommendations, conclusion and references, and Appendix: 12 questionnaire are discuss.

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Chapter-01

Introduction

1.1 Introduction

Performance Appraisal is a formal and systematic process used by organizations to evaluate an employee's job performance over a specific period of time. It typically involves assessing the employee's achievements, skills, behaviors, and contributions against predefined goals and standards. The evolution of performance evaluation has four separate stages. TEAM stands for Technical, The method of Extended, Appraisal, and Maintenance. Evaluating performance involves looking back at previous work. Honoring prior achievements and establishing future objectives employee growth and performance. The method for employee appraisals might be seen as one of the measures of human resource quality Organizational management. Suitably crafted and the actualized employee assessment process is not just the essential foundation for effective employee performance management, but moreover offers useful data for additional responsibilities of human resource management. The significance of Performance Appraisal lies in its ability to facilitate employee training and development decisions, validate the selection process, and provide performance feedback. Promotions and Transfers, Decisions Regarding Layoffs, Remuneration Decisions, Career, and Human Resource Planning (HRP) growth and the development of interpersonal relationships. Certain methods that were once employed are no longer in use. Such as rating, significant moment, and narrative in the present papers. Throughout the working day, a lot of fresh advancement. It has been recommended to use roadways for performance evaluation. Approach such as MBO, BARS, Assessment Centers, and Human Resource Accounting: 360- and 720-degree programs. The most widely used management strategy nowadays is to maximize employee performance and leverage their knowledge and abilities to forward company objectives. An employee's work performance is recorded and assessed through a performance assessment (PA), also known as a performance review, performance evaluation, (career) development conversation, or employee appraisal. Performance appraisals, which are a component of career development, involve routine evaluations of employees' work performance in businesses. It is a process that continuously detects, assesses, and improves staff performance inside the organization. Each person has a unique set of skills and attitudes. When two different persons work on the same task, there will always be some variation in the quality and output. Therefore, performance management and performance assessment are essential to comprehending each employee's skills, knowledge, and value to the company. Artisan House BD Ltd. is a Bangladeshi handicraft/manufacturer company (established in 2017) based in Tajpur, Zirabo, Ashulia, Savar, Dhaka. They are certified under various international standards (BSCI, ISO 9001-2015, RCS) and have an

effluent treatment plant (ETP) for sustainable production. They export to many countries including ones in Europe and US. They are dedicated to protecting the environment; hence they have a biologically Effluent Treatment Plant. Our ability to create products and facilities that best meet the needs of their cherished customers has been made possible by their significant industry expertise. Additionally, they provide lower pricing, quicker lead times, and tailored service to meet the needs of a sophisticated supply chain. In order to ensure prompt delivery and the quickest response to their satisfied consumers from the moment of order placement to delivery and beyond, each of their goods has a specialized IP (Integrated Planning) a group that serves as a connection among their client relations and production. Due to this company's considerable industry expertise, they have been able to learn new skills and develop goods and services that perfectly fit its valued customers. They provide flexibility, competitiveness, and shorter lead times to satisfy Industry's needs. They specialize that we work closely with our customers to understand their needs, create services appropriately, and link them as a major supply partner, assisting them in accomplishing their vision. Their staff is made up of a lot of young, dynamic, and brilliant future leaders.

1.2 Literature Review

The productivity of the company is greatly dependent on performance appraisal techniques. It's an important part of the modern management tool that aids in evaluating employee performance in order to meet corporate objectives (Cardy, 2004). Given that it is the primary method for completing tasks, it is seen as a weak point in the management of human resources (Pulakos, 2009). Because of this, supervisors should prioritize guaranteeing performance management (LAWLER, 2009). Artisan House BD Ltd. has a structured procedure for their methods of performance evaluation. They retain records of each employee's performance, and based on them, they may determine if a performer's performance is satisfactory or not. If an employee's performance is satisfactory, they are given promotions, transfers, rewards, bonuses, and other benefits. If an employee's performance is not satisfactory, management must decide whether to keep them in the hopes of advancement or fire them. At work, interpersonal connections refer to the regular interactions between coworkers, supervisors, and staff. Because this circumstance promotes workplace happiness, it is important to strengthen and step up relationships between coworkers and subordinates. Employee performance and satisfaction may increase as a result of the manager-employee connection (Mustapha, 2013). At Artisan House BD Ltd., the interpersonal relationships between managers and staff are excellent. This

promotes greater cooperation, which enhances employee attitudes like job satisfaction, dedication to the task, engagement, and perceived organizational support. Organizations that adequately communicate performance criteria often have two purposes, according to Francis (1989) (De Ridder, 2003). The initial objective should be to educate the staff on their responsibilities as well as the organization's policies and other matters. The second objective is to foster a sense of community among managers and staff. Fairly speaking, high-performance techniques, systems, and behaviors all revolve around communication. Any successful change and development must include a communication plan, according to Ricardo (2001). They adhere to a set of criteria when evaluating employee performance so that they can quickly determine where they need to make improvements. A frequent occurrence in many organizations is the absence of continuous input from the performance appraisal techniques to match with organizational changes. Newstrom (2011) asserts that despite its limitations, the study clearly demonstrated the necessity for employees to provide feedback often in order to keep up with global trends that are increasing customer responsiveness in business. This includes things like a lack of a consistent feedback system, a lack of performance management training, a lack of resources in companies, system misuse, and a lack of rewards (Robbins, 2007). Encouragement of employees' open comments and thoughts is a terrific strategy to enhance performance is by promoting their frank comments and viewpoints. Employees frequently receive unfavorable comments from Artisan House BD Ltd. managers. The manager then calls a meeting or a consultation hour for counseling and to inspire the employees. Employee involvement was linked to greater work satisfaction, according to research by Parker et al. Employee involvement that has an impact on both their performance and the success of the organization (Glew et al., 1995). In order to increase workers' sense of involvement in their job, task-related practices are combined to form employee participation (Bhatti & Nawab 2011). Employees are intrinsically engaged in doing a good job at work, and they will be more attached and devoted to a workplace if their superiors appreciate their input when making choices that have an impact on the nature of work, according to Northouse (2004). All decisions at Artisan House BD Ltd. are made by the senior management. improved levels of organizational loyalty, fewer employee turnover, and improved staff productivity are all benefits of employee engagement in decision-making; however, these impacts can vary depending on the type of participation.

Overall, there is a connection between organizational productivity, employee engagement, performance evaluation, and these elements that are in charge of the company's efficient performance management.

1.3 Background of the Study

A student's opportunity to work realistically is an internship. It is an organization's offer for you to gain job experience. It's a fantastic chance to explore your job options, grow it, and pick up new abilities. Applying learned skills in a genuine working context is a key component. It gives the business the chance to infuse fresh energy and ideas into workplace development and even create a path for future full-time workers. A detailed report must be submitted to the organization and the academic adviser in order for the internship to be successful. I worked with workers throughout the duration of my internship and acquired knowledge of an array of tasks, such as pay statements, enrollment, hiring expertise, increment statements, as to set up a recruiting period, how to keep track of the interview, and how to schedule a meeting for guests. My boss at work is really cooperative. I received assistance from other workers and had the opportunity to survey them in order to improve the results for my study topic. I performed my internship job in the HR division. "Performance Appraisal Techniques of Artisan House BD. Ltd." is the title of my project. A performance management system is a component of an organization's HR procedures. Performance management requires precise techniques for gauging and tracking employee performance. Performance reviews provide employees with targets and goals to help them perform better in the future while allowing management to accurately evaluate performance. The primary goal of this study is to assess the present performance evaluation systems used by Artisan House BD. Ltd. as well as the difficulties faced by the HR manager with keeping a system for performance management inside the company.

I have a fantastic opportunity to get in-depth information about this subject and the business.

1.4 Objectives of the Study

The report's goal was to compile useful information and fulfill parts portions of the BBA program's criteria. The curriculum for the Bachelor of Business Administration (BBA) degree combines theory and practice. However, throughout the course of the internship, we are required to investigate an issue and, in light of the results, suggest some workable remedies.

Board objective:

The board objectives of this report are to study and analyze of employee's performance appraisal techniques of Artisan House BD. Ltd.

Specific objectives

- i. To know about employee's performance appraisal techniques of Artisan House BD. Ltd.
- ii. To analyze the employee's performance appraisal techniques of Artisan House BD. Ltd.
- iii. To provide some recommendations based on findings.

1.5 Scope of the Study

Throughout the organization, its scope is constrained. I'll make an effort to discuss every practical activity I'm learning about. Different departments are focusing on various problems. It gives me a comprehensive insight of human resources operations and difficulties. This document will be created. Based on the departments' experiences with where I will be working. I can observe how staff members cope with pressure while working. I also saw team leaders at work and learned how important a role they play in daily operations and how they share their work with the staff.

I wasn't able to get adequate information and specifics with the superior and staff through my shift.

1.6 Problem Statement

Employee satisfaction with the organization's operations is negatively impacted by the present performance assessment system. An effort has been made to identify the variables in this research project that might have a favorable impact on the performance appraisal system's effectiveness.

1.7 Methodology of the Study

The data that form the basis of the study were collected from a range of sources using a particular approach. Analyses are the primary focus of this work. To get the data, sources that were both primary and secondary were used.

Primary Sources

- i. The primary information has been gathered from the employees through an oral interview.
- ii. Employees who have participated in performance management system directly have given other information.
- iii. Primary has been collected through survey questionnaires. The survey questionnaire included 10 points likert scale questions.
- iv. Survey questionnaire was designed in a Goggle Form which was distributed to employees to analyze the performance management.

Secondary Sources

- i. My other source of information was the organization's reports and report diaries. The following sources were used to get the data:
- ii. Relevant books, periodicals, and printed materials.
- iii. The company's website;
- iv. Performance management system articles;
- v. Reports from various studies.

1.8 Limitations of the Study

The absence of articles, statistics, or figures limited the scope of an accurate investigation. Additionally, the internet lacks sufficient information. During the investigation, several limitations emerged:

- **Time constraint:** A major barrier is a lack of time. It is really challenging to learn so much business information in such a short period of time. The allotted time was insufficient to finish the report. As a result, the study's time limitation is blocking a sizable portion of the field, making it difficult to finish the report by the due date.
- **A hectic work environment:** The authorities were pressed for time due to their enormous daily workload. Time management was a major problem or restriction when producing the report.
- **Inadequate data:** It is not authorized to contain firm specific data in such report. Some essential information cannot be retrieved due to departmental privacy.

Chapter-02

Organizational Overview

2.1 About Artisan House BD Ltd.

Artisan House BD Ltd. is a company dedicated to providing high-quality, sustainable, and ethically produced artisanal goods. Our team is comprised of skilled designers, craftsmen, and support staff who work together to bring each product to life. From handcrafted baskets and rugs to unique home decor and accessories, we are committed to preserving traditional techniques while incorporating modern technologies and materials. Our products are made from natural and/or recycled materials, and we take pride in our commitment to environmental sustainability. Whether you're looking for functional storage solutions, stylish decor, or simply a way to support traditional artisanal techniques, Artisan House BD Ltd has something for everyone. Craftsmanship, quality, and sustainability are at the heart of everything we do, and we strive to bring a touch of artisanal beauty to every home.

Company Name: Artisan House BD. Ltd.

Business Status: Private Limited Company

Established Year: 1st July 2017

Yearly Turnover: 4.27 million USD

Certificate: BSCI, ISO 9001-2015, Recycle Claim Standard (RCS), Member of Better Cotton Initiative (BCI). OEKOTEX-Applied

product Line: Hand Stitch, Machine Stitch, Hand Woven, Hand Loom

Materials: Jute, Cotton, Knit/denim Cutting Waste, Clipping, Sea Grass Straw, Palm Leaf, Date Palm Leaf, Water Hyacinths, Bamboo, Cane, Palm Fiber & Wood.

In-house Facilities: Dyeing, Print, ETP, weaving, Hand Loom, Hand Stitch, Machine Stitch.

2.2 Why Chose Us?

A team with a "can-do" spirit, delivering premium products of the finest quality. Their commitment to affordability and accessibility is reflected in their competitive prices and low minimum order requirements, making their products accessible to a wider audience. The team understands the value of time and strives to deliver their products in a timely manner, while also adhering to ethical and responsible business practices. They believe in doing business in an honest and transparent manner, contributing to a better world for all.

2.3 Natural & Recycled

At our company, we prioritize sustainability and environmental consciousness in all aspects of our operations, including the materials we use in our products. Our products are made from a combination of natural and recycled materials, ensuring that we are not only creating high-quality products but also reducing waste and limiting our impact on the environment. Our commitment to sustainability is at the heart of everything we do, and we are constantly working to improve and evolve our processes to be as eco-friendly as possible.

2.4 Vision and Mission

Vision

Our aim is to make a positive impact on the environment through our products and operations, and to educate consumers about the importance of sustainability. Our eco-friendly offerings are designed to complement traditional products, providing individuals and businesses with alternatives that are not only better for the environment, but also affordable and accessible. We believe in creating a workplace culture where employees feel valued, supported and encouraged to bring their unique skills and perspectives to the table.

Mission

To accomplish this vision into a reality we have set up a mission. We are expanding our operation network all over Bangladesh where the skill labors are easily available and train them as skilled artisans. The necessary frame work is in process & result is expected to come in due course under intensive training and supervision. We believe that our mission is achievable as long as we work with honesty and integrity.

2.5 Popular Product Category

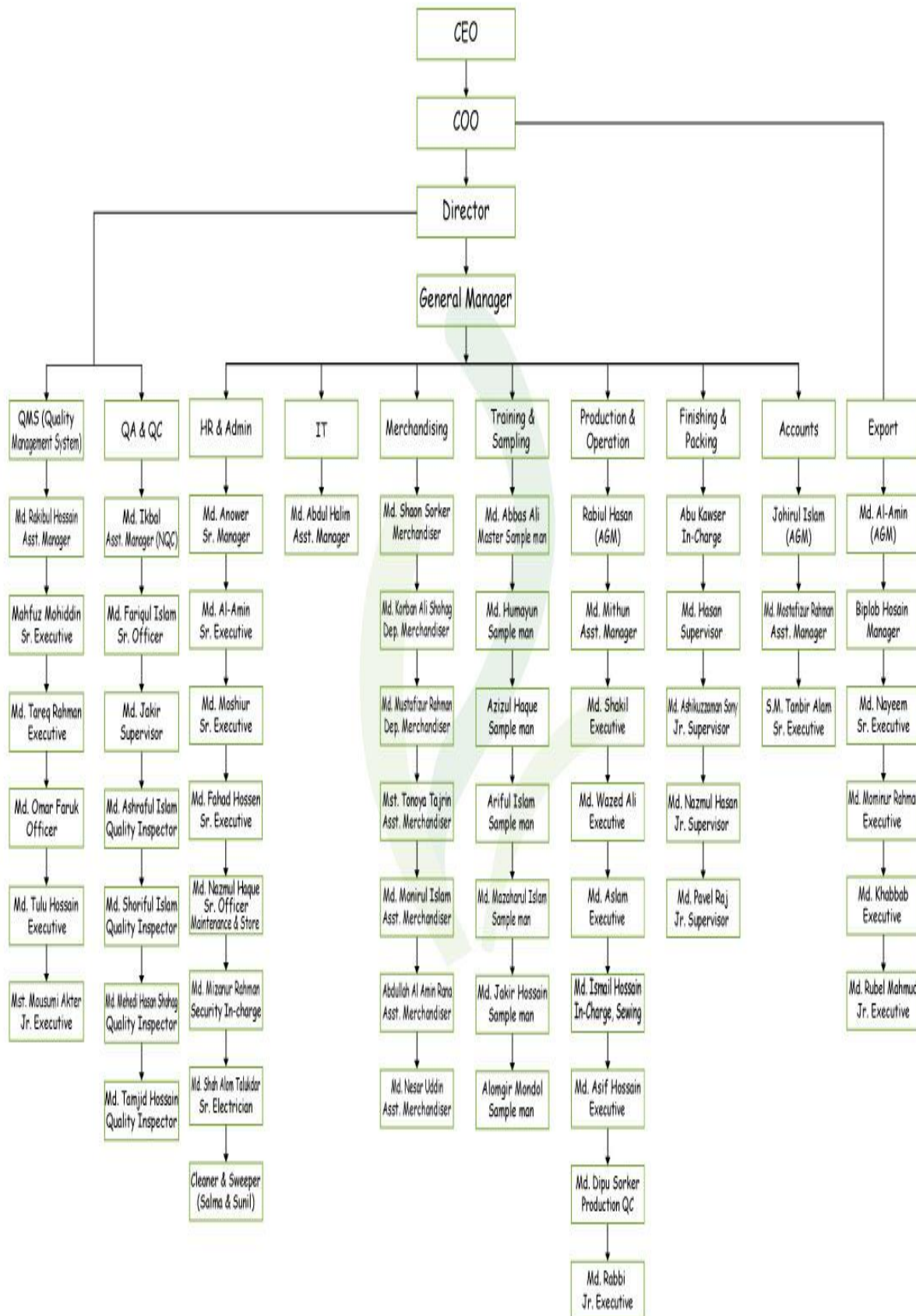




2.6 Our Smart Teams

Artisan House BD Ltd is comprised of a dedicated and highly skilled team of professionals who are passionate about their work. Each team member brings unique skills, knowledge, and expertise to the table, allowing the company to provide high-quality products and services to its customers. The team is comprised of designers, craftsmen, and support staff who work together seamlessly to ensure that each product is crafted to the highest standards. The team is also highly committed to ethical and sustainable practices, and is dedicated to preserving traditional artisanal techniques while incorporating modern technologies and materials. Each team member is valued and respected, and the company fosters a supportive and inclusive work environment where everyone can thrive. With their passion, expertise, and commitment to excellence, the team at Artisan House BD Ltd is a driving force behind the company's success.

2.7 Organogram of Artisan House BD Ltd.



Chapter-03

Employee Performance Appraisal

Techniques of Artisan House BD Ltd.

3.1 Performance

The capacity of Artisan House BD Ltd. to achieve its objectives and maximize results defines its organizational performance. In today's dynamic and competitive global market particularly in sustainable home décor and handicraft exports organizational performance reflects the company's ability to adapt and succeed amid continuous change. While traditional measures of performance focused on production volume, modern performance extends beyond output to include financial outcomes, employee effectiveness, and sustainable practices.

Artisan House BD Ltd. demonstrates strong performance by aligning its workforce, resources, and processes toward clear, measurable goals. This includes not only achieving export targets and maintaining international certifications (such as BSCI, ISO 9001:2015, and RCS), but also focusing on how work is done through ethical production, eco-friendly material use, and employee skill development. Performance is therefore not just about delivering results, but about doing so with the right behavior, knowledge, and competencies.

A core aspect of performance management at Artisan House is the alignment of personal and organizational goals. Each employee's actions contribute to the company's broader mission of producing high-quality, sustainable products for international markets. The company's performance strategy revolves around creating a shared understanding of its vision and objectives, ensuring that every team member is aware of their individual responsibilities. This integrated approach supports continuous improvement and strengthens Artisan House BD Ltd.'s position in the global marketplace.

3.2 Performance Appraisal

At Artisan House BD Ltd., performance appraisal is a key component of the organization's performance management system. It is a structured process used to evaluate and document how effectively an employee is fulfilling their job responsibilities. This evaluation is conducted with the aim of aligning individual contributions with the company's broader objectives such as maintaining high production quality, meeting export standards, and upholding sustainability commitments.

Performance appraisals at Artisan House are typically based on goals that are jointly established by the employee and their supervisor. While the formal review is generally conducted annually, managers and employees engage in periodic check-ins throughout the year to monitor progress, provide feedback, and make necessary adjustments. At the end of the appraisal cycle, the

manager delivers a comprehensive assessment that considers the employee's achievements, competencies, and areas for development.

This process not only helps in recognizing strong performance often through rewards such as bonuses, salary adjustments, or promotions but also in identifying gaps that may require further training or support. In cases of consistently poor performance, corrective actions, including formal warnings or termination, may be taken.

For employees at Artisan House BD Ltd., performance reviews are more than just evaluations; they are opportunities for professional growth. Through constructive feedback, employees gain insights into how well they are meeting their job expectations, contributing to the company's values, and advancing in their careers. The Human Resources (HR) department plays a crucial role in designing and overseeing the appraisal process, ensuring it is fair, transparent, and aligned with both individual and organizational goals.

Ultimately, the performance appraisal system at Artisan House supports a culture of accountability, continuous improvement, and shared success driving both employee development and the long-term performance of the company.

3.3 Performance Management

At Artisan House BD Ltd., performance management is a structured, ongoing, and objective process designed to support employees in continuously improving their work and aligning their efforts with the company's mission and goals. As a growing exporter of sustainable home décor products, Artisan House relies on effective performance management to maintain high standards of productivity, quality, and ethical practice.

Performance management at Artisan House includes but is not limited to formal performance evaluations. It is a broader strategy that enables managers to monitor, assess, and support employee performance throughout the year. The ultimate goal is to create a work environment where every team member can contribute their best, work collaboratively, and grow within the company.

By establishing clear expectations and aligning individual responsibilities with the organization's vision, Artisan House ensures that every employee understands how their role fits into the bigger picture. Whether in production, design, quality control, or export logistics, employees are guided by shared goals and continuous feedback from supervisors. For example, in a production setting, a team leader might set performance targets for timely output and

product quality. In this context, the leader would not only monitor performance but also provide coaching, resources, or workflow improvements to help the team meet its goals.

A systematic performance management program at Artisan House enables regular check-ins between managers and staff. These conversations help clarify roles, set realistic targets, and identify opportunities for training or career development. Rather than relying solely on an annual performance review, managers offer feedback throughout the year, reducing surprises and building a culture of transparency and accountability.

Performance management is a vital tool in supporting employee satisfaction and retention. When employees feel guided, appreciated, and given opportunities to grow, they are more likely to remain committed and engaged. For Artisan House BD Ltd., this means stronger teams, higher efficiency, and better outcomes across the company allowing the organization to deliver on its promise of quality, sustainability, and excellence in global markets.

3.4 Difference between Performance Appraisal and Performance Management

Performance Management	Performance Appraisal
Performance management is about actually helping an employee to develop and increase his performance and productivity.	Performance appraisal evaluates the actual performance of the employee, but it does not focus on the employee's performance productivity.
Performance management looks at an employee's performance keeping in mind the present and the future.	Performance appraisal evaluates the employee's performance based on how he has performed in the immediate past.
Performance management proactively manages an employee's performance and ensures that the employee has accomplished all the goals, vision, mission and the core values of the organization.	Performance appraisal only looks at the employee's performance objectively for the year and give final feedback to the employee.

Performance management has a holistic approach that evaluates the relationship between the employee and the organization and examine ways in which employee engagement can be fostered.	Performance appraisal is individualistic in nature and pertains to the employee and his past performance.
Performance management is strategic in the sense that it is constantly measuring an employee's performance and formulating new strategies for the employee's development.	A performance appraisal system is operational because it follows certain protocol for performance, and it focuses only on the result of the employee's performance.
Performance management is very dynamic because it involves a lot of dialogs between the employee and the senior managers. There is more room for discussion in performance management.	Performance appraisals are very linear in terms of the communication because it has a very top-down approach towards employee performance. There is a discussion that takes place only after the performance appraisal process.
Performance management is future oriented keeping in mind the strategies required for maintaining the employee performance for the next year. Performance management finds ways to improve employee performance.	Performance appraisal is very retrospective in the sense that it looks back on past events and situations. It looks at an employee's performance over a period. Performance appraisal is very past oriented.
Performance management is a continuous ongoing process by giving real time instant performance reviews. Luckily, with the advent of an employee performance management software, there is a performance management tool that has a continuous feedback mechanism for effective performance management.	Performance appraisal system facilitates performance appraisals only once or twice a year. There is a performance management tool for appraisals, feedback happens in a periodic manner during appraisals, but the feedback may not focus on development. Typically, the discussion during appraisals

	revolves around justifying the rating and feedback.
Performance management has a qualitative and quantitative approach in the sense it has ratings and more continuous feedback. If an organization has an employee performance management software, then performance management is usually in the form of comprehensive feedback given to the employees and their performance.	Performance appraisal on the other hand, has a quantitative approach towards an employee's performance. In an employee performance management software, performance appraisals use rating scales to evaluate employee performance. There is minimal scope for constant feedback. The ratings are the only final measurement that is used for performance appraisal.
Performance management is flexible in terms of keeping in mind the growth of the organization. Compensation and salary revisions are a part of PMS, but performance management comes up with developmental plans for more improvement	Performance appraisal is usually rigid because it is only confined to an employee's past performance. It has little to do with his growth.

3.5 Aims of Performance Appraisal Techniques

Any organization's performance appraisal techniques have one main objective: to improve employee performance through set common goals. Using a performance appraisal technique, employees' individual goals and objectives are evaluated. Each employee is given a variety of job obligations to complete. Employees are able to accomplish this and identify their performance gaps thanks to performance evaluation. Employees may learn from this how to

improve in a positive way. Employees are given the chance to identify their strengths and weaknesses. However, continuous feedback is another method of self-improvement. It fosters a sense of worth among workers.

A successful firm depends on its employees being able to achieve their own goals, which is what a performance management system does. It aids in achieving long-term goals and objectives. Employees feel more involved with their work when they are informed of what is expected of them. Building a direct and supportive relationship between managers, supervisors, and employees is another major objective of the performance management system.

3.6 Methods of Performance Appraisal Techniques

Organizations have several systems in place for managing performance. Each firm chooses its own performance management system for assessing its personnel. Simply said, managers and supervisors are not included in the evaluation process. It increasingly resembles a remedy that is evolving exponentially. Organizations all throughout the globe employ a few common performance Appraisal Techniques methodologies. There are common performance assessment systems that are used by businesses all over the world.

The methods are detailed below:

a) General Method

The management and the staff engage in a constant dialogue during the course of the year. After the fiscal year has ended, managers assess the performance of the staff and determine if the planned targets have been met.

b) 360 Degree Method

This approach enables every other employee to voice their opinions about a particular employee whose performance will be evaluated. The opinions of peers as well as the supervisor's opinions will be taken into account.

c) Management by objective

Employees are given very clear and specific goals to work toward during this performance review process, along with strategies for doing so. This approach is particularly effective at fostering an environment where staff members cooperate toward common goals and encourage cooperation.

d) Psychological Evaluation

Psychological evaluations are useful for identifying employees' untapped potential. This approach focuses more on evaluating an employee's potential performance than on reviewing

their prior work. These evaluations are used to assess an employee's performance in seven key areas, including their interpersonal, cognitive, intellectual, leadership, personality, emotional intelligence, and other associated skills. To accurately evaluate an employee, qualified psychologists use a range of tests (in-depth interviews, psychological exams, talks, and more). However, it is a lengthy and difficult process, and the effectiveness of the outcomes is greatly influenced by the psychologist doing the operation.

e) Evaluation by Project

It is wise to evaluate a worker following the completion of each project rather than waiting until the end of the year. This makes it possible for both the individual and the business to progress continuously.

f) Behaviorally Anchored Rating Scale

BARS, or the in a performance evaluation process, behaviorally anchored rating scales (BARS) highlight both the qualitative and quantitative advantages. With regard to specific behavioral examples that are tied to numerical evaluations, BARS contrasts employee performance. A BAR scale's performance levels are broken down into many BARS statements that indicate typical actions that an employee consistently demonstrates. These statements serve as a yardstick to compare an individual's performance to established benchmarks relevant to their function and degree of employment. Growth and development of employees.

g) Negotiated appraisal:

This more recent approach lets the subject speak first and makes use of a mediator in an effort to temper the harsh character of performance reviews. Additionally, it emphasizes the positive actions of the person prior to offering any criticism. When there are disagreements between superiors and subordinates, this arrangement usually helps.

h) The Assessment Center Approach

The German Army first proposed the idea of an evaluation center back in 1930, but it has since been refined and adjusted to the needs of the modern world. With the assessment center technique, staff members may see exactly how they are seen by others and how it affects their performance. This method's primary benefit is its ability to forecast an individual's future work performance in addition to evaluating their current performance.

i) Cost-Related Accounting for Human Resources

The human resource (cost) accounting technique evaluates a worker's performance based on the financial gains they make for the organization. It is acquired by contrasting the financial

advantages (contributions) an organization has determined that particular employee has provided with the expense of keeping that person (cost to firm).

j) Performance Evaluations and Observations

These are predicated on the knowledge or competence exam. Written tests or real skill presentations may be used for the assessments. For tests to be useful, they need to be valid and dependable. Benefit: Tests have the tendency to gauge potential rather than actual performance. Cons: If test development or administration are expensive, tests may suffer.

k) Critical Incidents

The Method focuses on certain employee actions that have a significant impact on performance. Supervisors document these kinds of instances as soon as they happen. Benefits: Ratings are based on real job activities, and evaluations are feedback is simple, backed by descriptions, lessens the likelihood of recency biases, and improvement levels are high. Cons: Adverse events may take precedence, making them easier to overlook occurrences, over vigilant surveillance; excessive and misleading feedback penalization.

3.7 Performance Appraisal Techniques followed by Artisan House BD Ltd.

In an effective performance management system, managers and employees work collaboratively to establish, plan, and track achievement goals. This approach fosters mutual understanding and shared accountability, ensuring that both parties are aligned in terms of expectations and outcomes. The process begins with management outlining the organization's strategic objectives and then translating those into specific, measurable goals for individual employees. Rather than simply assigning tasks, managers involve employees in the goal-setting process encouraging them to take ownership and contribute ideas on how best to achieve the desired outcomes. To ensure continuous progress, regular check-in meetings or "touchpoints" are scheduled throughout the performance cycle. These meetings provide an opportunity for open dialogue between the manager and the employee to discuss achievements, challenges, and any necessary adjustments to the work plan. During these interactions, the manager offers feedback, support, and guidance while also recognizing milestones and addressing concerns in real-time. This collaborative approach not only encourages accountability and transparency but also promotes professional development and organizational alignment. By involving employees in the goal-setting and monitoring process, organizations like Artisan House BD Ltd. can foster a performance-driven culture that motivates individuals while ensuring that company-wide objectives are consistently met.

3.8 Performance Appraisal Form

Annual Performance Appraisal

Name		ID No	
Designation		Department	
Existing Salary		Date of Joining	

Please keep the Marking Score in **BOLD** format.

RATING: Outstanding-5, Good-4, Fair-3, Poor-2, Unacceptable-1.

SL	ATTRIBUTES	RATINGS
1	Attendance Regular attendance and follow companies' attendance and leave policy.	
2	Job Understanding The employee knows how to do the job completely and correctly.	
3	Job Skills The employee possesses the skills necessary to accomplish the job.	
4	Growth The employee progressing in overall ability and professionalism.	
5	Performance The employee completes the works timely and accurately.	
6	Productivity How does output compare with what is expected in this position?	
7	Dependability Is the employee punctual? Can the employee be counted on to get the job done?	
8	Leadership The employee demonstrate leadership in the department of the company.	
9	Attitude The employee demonstrates a positive attitude and enthusiasm for the job.	
10	Cooperation The employee work well with coworkers, supervisors and subordinates.	
Total		

Comments:

Functional Supervisor

Head of Dept.

HR Dept.

Head of Operations

3.9 Tasks and Duties Performed Accomplished at HR Administration

Offering appealing perks and competitive pay is the most popular strategy used by businesses to entice in-demand workers. The Artisan House BD Ltd. HR department's main duty is to maintain payroll, benefits, and business culture. In exchange for what they bring to the firm, employees receive pay. The pay that a worker obtains in exchange for their labor is referred to as an allowance. Employees may also be given benefits by way of indirect cash compensation, such as overtime pay, bonuses, vacations, medical and transportation benefits, free breakfast and lunch, food allowances, and housing rent benefits.

1. Recruiting and Hiring: This crucial HRM task attempt to maximize the strength of employees in order to achieve the long-term objectives and goals of the firm. Attracting and keeping the top people in the sector is a top focus for this firm. By managing hiring, HR managers play a crucial role in the development of the business's future. The degree of exclusion for a corporation depends on how well it can hire. Artisan House BD Ltd. has created and put into practice a registration approach to increase the efficiency of their business.

Examples of a recruitment advertisement medium are-

- Bdjobs.com
- LinkedIn
- Social Media Pages

2. Performance Appraisal: The term "performance appraisal" refers to the routine evaluation of a worker's performance on the job and overall value to a business. Artisan House BD Ltd. employs performance reviews to provide workers with thorough input on their duties and to maintain decision about wage raises, incentives, and terminations. A performance evaluation program is one of the more common methods for tracking operational success, motivating individual performance, and improving organizational policy. When employees are aware that their performance is being recorded and that they may be rewarded through the performance analysis module, they will naturally give their all to the organization.

3. Create a safe work environment: HR is in charge of ensuring the physical and emotional well-being of employees while they are at work.

HR is responsible for making sure there are no physical hazards at work, usually through workplace analysis and control. The HR manager also developed safety plans through training on risk control and offered guidance on what to do in case of an emergency. In case an employee or worker is hurt, Artisan House BD Ltd. also includes a medical area and a doctor so that they may receive rapid care.

4. Handle Disciplinary Action: Artisan House BD Ltd. Company has a very rigid code of conduct. Every employee or worker who commits a wrongdoing is disciplined. A clear disciplinary procedure is required, whether it begins with a letter of warning and escalates in intensity with punishments or demotions. Legal advice may be consulted by HR to guarantee that the business complies with the law, preventing any mishandled circumstances and ensuing litigation.

3.10 Tasks and Duties Performed Accomplished at HR Administration

I must add that Artisan House BD Ltd. has a pleasant working atmosphere inside of their workplace, and I experienced this during my internship. Every day I had a great time working throughout my practicum. I never experienced any kind of prejudice, disrespect, or anxiety. There are many female employees, and their rooms are divided to allow them to work in safety and comfort. Everyone I interact with in the HR department and other departments is incredibly helpful and cooperative. My organization's supervisor was also incredibly helpful and took the time to explain every task in detail. She is an excellent leader, and I gained a lot of knowledge by following her in official and informal work. My internship was made really simple by every staff. I can adjust to the new environment thanks to the workplace atmosphere and the friendly conduct of every employee.

3.11 Facilities and Constraints Faced

I participate in the organization's daily operations and make an effort to learn a lot of new things. Especially, I gained a lot of knowledge about how the HR department operates. Occasionally throughout my internship, the employer will pay for my transportation. To help me effectively do my duties, they also provide me with a separate workstation and other equipment. I have access to all the amenities through my company, and I have no issues.

3.12 Leason Learned from the Internship

My internship taught me a lot about organizational operations. Punctuality and professionalism are lessons I've learnt. Additionally, I learnt many skills and duties associated with real-world jobs as well as the corporate culture. I also learn how to conduct myself properly, speak with strangers, manage various situations, and adjust to a new work environment. I have made an effort to learn as much as I can about both my subject and related topics.

- I've picked up two things.
- On-the-Job Education
- Observational learning

1. On the Job Learning

Below are the activities that I have learned directly in Artisan House BD Ltd.

 **Updating Employee data:** All of the personal information is entered into an employee folder. I entered the necessary data in the worker's folder. It includes details such as the employee's name, CV, current title, probationary document, promotional letter, corporation ID, joining date, confirmation date, latest promotion date, employment location, etc.

 **Making sample salary sheet:** A wage chart is a record that details the total amount paid to an employee for the work they did at a certain period. It also includes details regarding the employee's base salary, benefits, deductions, and overpayment, among other things.

 **Making increment sheet:** Salary increases for employees after a predetermined amount of time. Following that, they create a progress sheet and distribute it to anyone for review. Also, I complete that sheet.

 **Checking employee's attendance sheet:** I looked at the attendance chart when preparing the salary sheet to see who was missing on which days, who put in overtime, and who was on leave.

 **Making show case and notice:** The HR department notifies a staff member or worker when they commit an error or do anything improperly by delivering a show case or notification. Prior to every official holiday, additionally I wrote a note.

2. Learning by observing

 **Adapting in official environment:** Since starting my employment is my first step, I did not previously have the skills needed to work in this setting. I have gained experience adapting to a professional setting here.

 **Office etiquettes:** During my internship, I learnt more about proper business conduct, like being on time, communicating with new hires, and completing tasks efficiently.

 Some other things that I learned

The culture of organizations is:

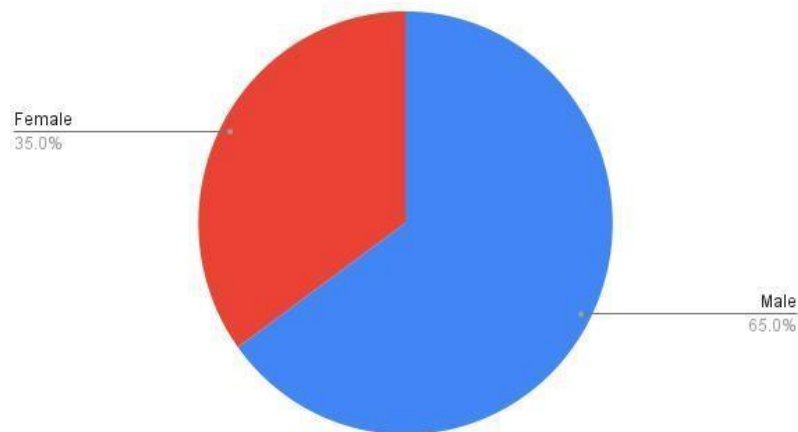
- ✓ working under pressure,
- ✓ Multitasking techniques,
- ✓ Time management and,
- ✓ How to interact with workers under difficult circumstances

Chapter-04

Analysis and Findings

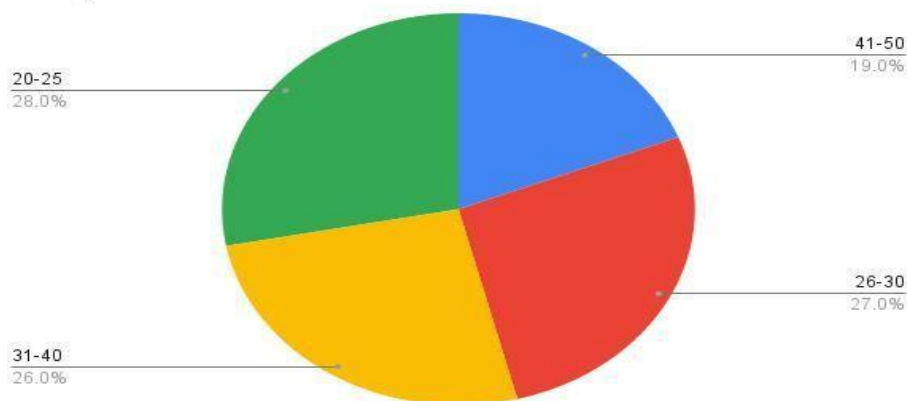
4.1 Analysis of Questionnaire

1. Gender

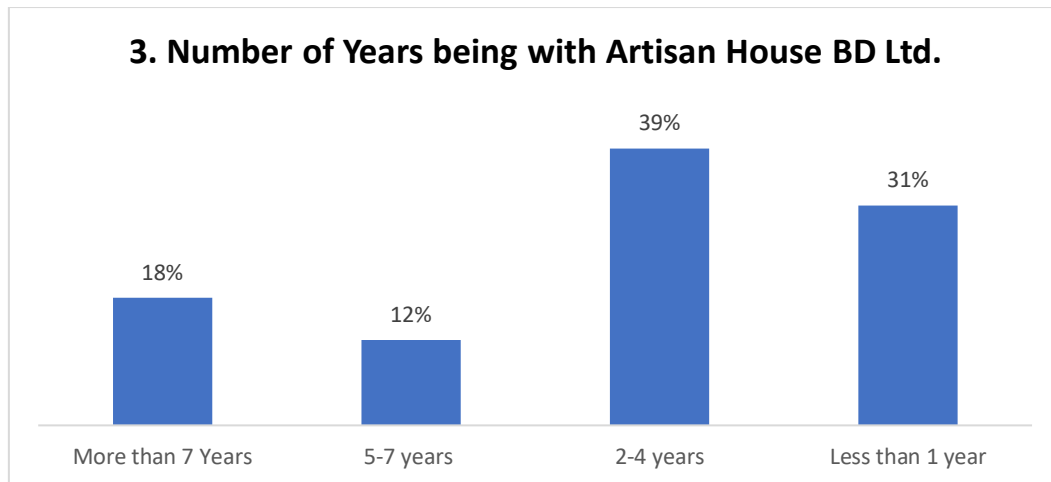


Explanation: In this pie chart shows Gender chart that two color are one is Blue and other is Red. Blue color is indicating Male and Red color is indicate Female. Also, the Gender pie chart in percentage indicate this gender part is Male 65% out of 100% and Female 35% out of 100%

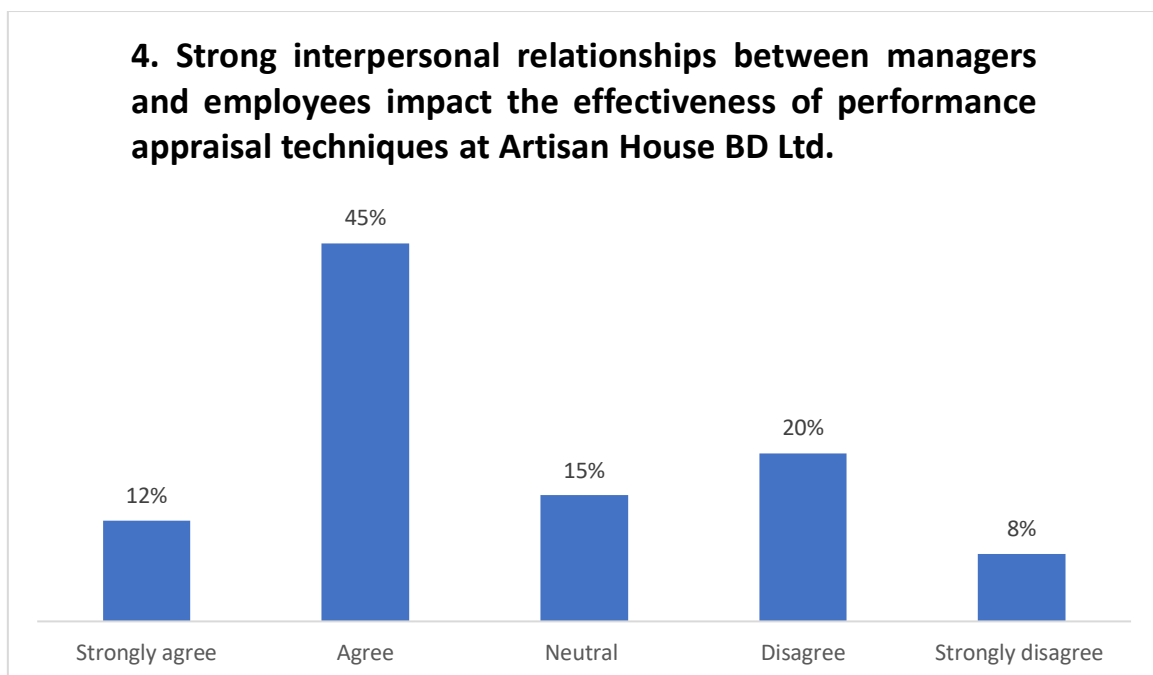
2. Age



Explanation: The 2nd data is Age range. In this pie chart shows that 4 categories are age and this are in 4 color indicates, like green color is indicate 20-25 years, red color is indicating 26-30 years, yellow color is indicating 31-40 years and blue color is indicating 41-50 years. This Age chart in percentages shows that is 20-25 years: 28% out of 100%, 26-30 years: 27% out of 100%, 31-40 years: 26% out of 100%, 41-50: 19% out of 100%

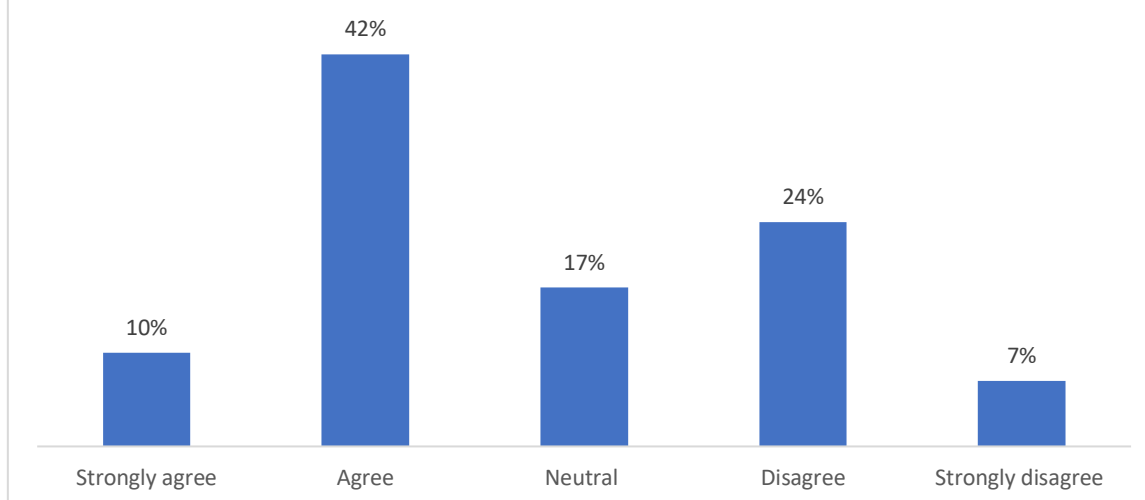


Explanation: In this column chart shows that Numbers of years employee being with Artisan House BD Ltd. This column divided into four categories these are: Less than 1 year, 2-4 years, 5-7 years and more than 7 years. Also, this chart shows that percentages: Less than 1 year- 31%out of 100%, 2-4 years- 39% out of 100%, 5-7 years- 12% out of 100%, more than 7 years- 18% out of 100%. So that we can understand 2-4 years column are large column employees being in Artisan House BD Ltd.



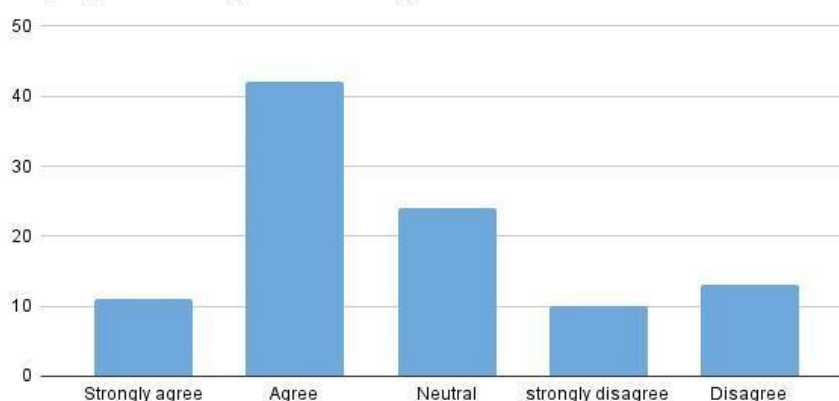
Explanation: This column chart is 5 different column shows, these are: Strongly Disagree, Disagree, Neutral, Agree, strongly agree. In this column chart percentage shows that: Strongly disagree- 8% out of 100%, Disagree- 20% out of 100%, Neutral- 15%, out of 100% Agree- 45% out of 100%, strongly agree- 12% out of 100%. So, we can see that column Agree are the highest column.

5. Fair and transparent communication system impact the effectiveness of performance appraisals at Artisan House BD Ltd.



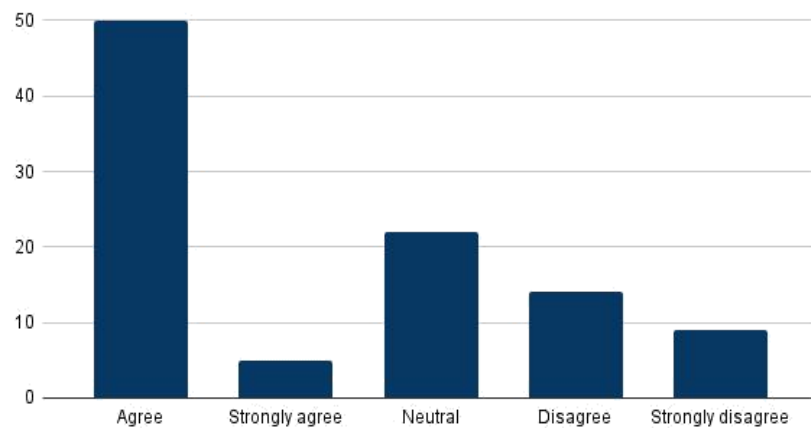
Explanation: This column chart is 5 different column shows, these are: Strongly Disagree, Disagree, Neutral, Agree, strongly agree. In this column chart percentage shows that: Strongly disagree- 7% out of 100%, Disagree- 24% out of 100%, Neutral- 17%, out of 100% Agree- 42% out of 100%, Strongly agree- 10% out of 100%. Fairly system communication system is essential to create an effective performance appraisal Agreed are highest.

6. Giving proper feedback on completed work helps employees to improve work performance.



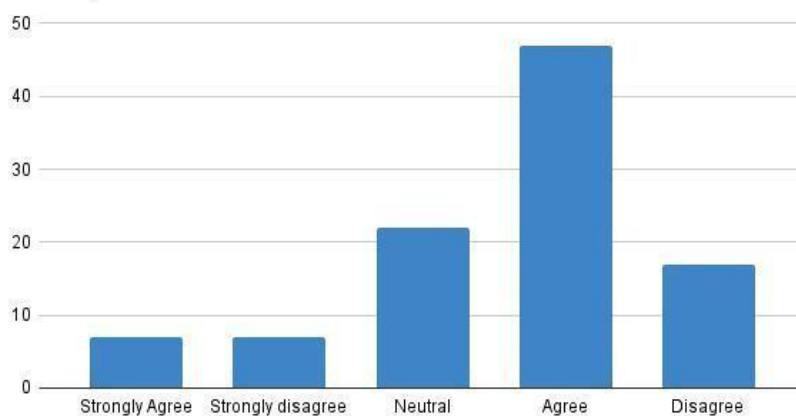
Explanation: This column chart is five different column shows, these are: Strongly Disagree, Disagree, Neutral, Agree, strongly agree. In this column chart percentage shows that: Strongly disagree- 10% out of 100%, Disagree- 13% out of 100%, Neutral- 24%, out of 100% Agree- 42% out of 100%, strongly agree- 11% out of 100%. Giving proper feedback on completed work helps employees to improve work performance Agreed are highest Percentage.

7. Employee participation may help to create an effective performance Appraisal Techniques and increase



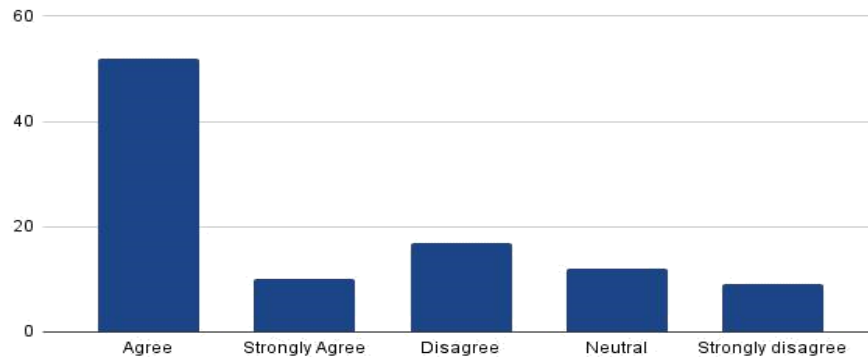
Explanation: This column chart is Five different column shows, these are: Strongly Disagree, Disagree, Neutral, Agree, strongly agree. In this column chart percentage shows that: Strongly disagree- 9% out of 100%, Disagree- 14% out of 100%, Neutral- 22%, out of 100% Agree- 50% out of 100%, Strongly agree- 5% out of 100%. Employee participation may help to create an effective performance Appraisal Techniques and increase organizational productivity Agreed are highest percentage.

8. Facilitate Promotion decision may help to organization development.



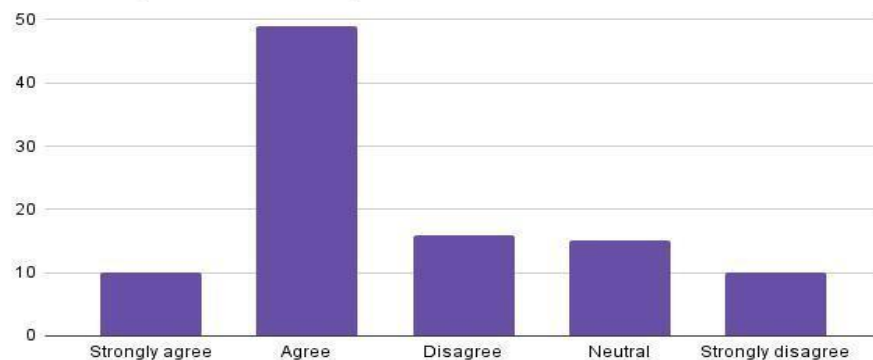
Explanation: This column chart is five different column shows, these are: Strongly Disagree, Disagree, Neutral, Agree, strongly agree. In this column chart percentage shows that: Strongly disagree- 7% out of 100%, Disagree- 17% out of 100%, Neutral- 22%, out of 100% Agree- 47% out of 100%, strongly agree- 7% out of 100%. Facilitate Promotion decision may help to organization development Agreed are highest percentage.

9. For Assessing Compensation Changes may be impact to the employees performance.



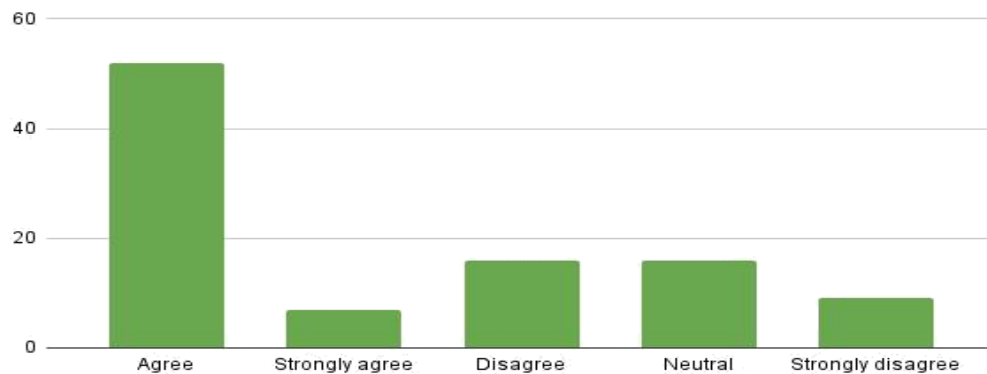
Explanation: This column chart is five different column shows, these are: Strongly Disagree, Disagree, Neutral, Agree, strongly agree. In this column chart percentage shows that: Strongly disagree- 12% out of 100%, Disagree- 17% out of 100%, Neutral- 12%, out of 100% Agree- 52% out of 100%, strongly agree- 10% out of 100%. For Assessing Compensation Changes may be impact to the employee's performance Agreed are highest percentage.

10. Performance Appraisal Techniques has helped you enhance your leadership skills



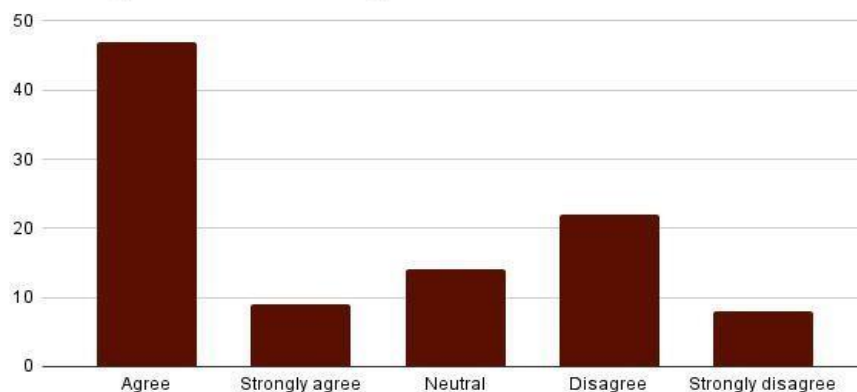
Explanation: This column chart is five different column shows, these are: Strongly Disagree, Disagree, Neutral, Agree, strongly agree. In this column chart percentage shows that: Strongly disagree- 10% out of 100%, Disagree- 16% out of 100%, Neutral- 15%, out of 100% Agree- 49% out of 100%, strongly agree- 10% out of 100%. Performance Appraisal Techniques has helped you enhance your leadership skills Agreed are highest percentage.

11. Assessing Compensation Changes may be help to organization Performance



Explanation: This column chart is Five different column shows, these are: Strongly Disagree, Disagree, Neutral, Agree, strongly agree. In this column chart percentage shows that: Strongly disagree- 9% out of 100%, Disagree- 16% out of 100%, Neutral- 16%, out of 100% Agree- 52% out of 100%, Strongly agree- 7% out of 100%. Assessing Compensation Changes may be help to organizational Performance Agreed are highest percentage.

12. performance appraisal helps people set and achieve meaningful missions and goals



Explanation: This column chart is five different column shows, these are: Strongly Disagree, Disagree, Neutral, Agree, strongly agree. In this column chart percentage shows that: Strongly disagree- 8% out of 100%, Disagree- 22% out of 100%, Neutral- 16%, out of 100% Agree- 47% out of 100%, strongly agree- 9% out of 100%. Performance appraisal helps people set and achieve meaningful missions and goals Agreed are highest percentage

4.2 SWOT Analysis of Artisan House BD Ltd.

A SWOT analysis is a method for figuring out a business's strengths, weaknesses, opportunities, and trends. Technically speaking, a SWOT analysis is an organizational planning and management tool used to assess internal and external factors affecting a shared vision or particular objective. It's a standard practice for a business to evaluate its ability to carry out a strategy or accomplish a realistic objective.

a) Strengths

❖ Sustainability Credentials & Certifications

Artisan House has multiple recognized certifications (BSCI, ISO 9001, RCS, BCI). These help build trust with international buyers looking for ethical, sustainable supply chains.

❖ Wide Range of Natural & Recycled Materials

Use of jute, seagrass, palm leaf, water hyacinth, etc., plus recycling waste materials like denim/knit cuttings. Diversifies material sourcing and appeals to eco-conscious markets.

❖ In-House Production Capabilities

Having facilities for dyeing, printing, various loom & stitching operations, and having an ETP helps maintain tighter quality control, faster turnaround, and better environmental compliance.

❖ Export Orientation

Already exporting to numerous developed markets in Europe, USA, etc. That gives experience, established relationships, and foreign revenue streams.

❖ Commitment to Traditional Craft + Modern Touch

They preserve artisanal methods (hand-woven, hand-loom) while integrating modern production and compliance norms. This dual approach can appeal both in niche/luxury segments and in sustainable mainstream segments.

❖ Competitive Pricing / Low MOQs (Minimum Order Quantities)

The website claims “competitive prices and low minimum order requirements,” which is beneficial in attracting new international buyers, especially smaller ones.

b) Weaknesses

❖ Scale & Production Capacity Constraints

While in-house facilities exist, artisan-based production (hand woven, hand stitched etc.) typically limits how fast scaling can happen without affecting cost or quality. The time, labor, and skill constraints of handcrafting are significant.

❖ **Dependence on Raw Material Supply**

Sourcing natural materials (like palm leaf, water hyacinth, etc.) or recycled waste materials may be subject to seasonal variability, quality variation, supply chain risks, and price fluctuations.

❖ **Higher Costs & Lead Times**

Sustainable, artisanal, quality compliance (certifications, ETP etc.) adds to cost and may lengthen lead times compared to mass-produced imports. Buyers' sensitive to price or fast delivery may prefer cheaper/faster alternatives.

❖ **Market Awareness & Branding**

For artisan exporters, branding is critical. If the brand isn't well-known in target markets, or doesn't have distinct design/marketing identity, differentiation may be difficult.

❖ **Dependence on Export Markets & Foreign Demand**

Heavy reliance on international buyers (especially Europe & USA) exposes the company to fluctuations in demand abroad, trade barriers, changing regulations, shipping issues and currency risks.

❖ **Labor Skill & Retention Issues**

Skilled artisans are core to product quality. There may be challenges in maintaining consistent craftsmanship, training, retaining skilled workers. (Though not publicly documented, this is common in such businesses.)

c) Opportunities

❖ **Growing Global Demand for Sustainable & Ethical Goods**

Consumers in Europe, North America, and elsewhere increasingly prefer eco-friendly, artisan-made, ethical supply-chain products. Artisan House is well-positioned to benefit.

❖ **Expansion into New Markets**

Apart from current export countries, there could be demand in Asia-Pacific, Middle East, and other developing markets where sustainable home decor or handicrafts are gaining popularity.

❖ **Product Diversification**

They could develop new product lines, variants, or lifestyle/decoration niches (indoor/outdoor furniture, lighting, kitchen accessories, etc.) using their existing materials and techniques.

❖ **Collaborations & Design Partnerships**

Tying up with global designers, retailers, or brands to create exclusive collections could raise brand visibility and margin.

❖ **Digital & E-Commerce Growth**

Direct-to-consumer (D-2-C) eCommerce (domestic and international) could open up higher margins and reduce dependency on intermediaries. Social media & online marketplaces can help reach new consumers.

❖ **Value Addition & Customization**

Offering custom designs, bespoke products, limited editions can appeal to premium buyers willing to pay more.

❖ **Sustainability Leadership**

Increasing regulation & standards globally for sustainability (e.g. reducing waste, traceability) mean that being ahead in environmental compliance (ETP, certifications, recycled materials) can be a competitive advantage.

d) Threats

❖ **Price Competition & Low-Cost Alternatives**

Other countries (or local producers) offering similar artisanal goods at lower cost (due to lower labor cost, less stringent environmental compliance, etc.) may undercut Artisan House.

❖ **Raw Material & Input Price Volatility**

Natural and recycled materials' costs can fluctuate; transportation and energy costs can also increase. If these increase, margins can be squeezed.

❖ **Trade Barriers, Tariffs & Regulatory Changes**

Import/export regulations, environmental regulations (both local and in destination markets), shipping costs, trade policy shifts, or unfavorable tariff changes can hurt competitiveness.

❖ **Currency Exchange Fluctuations**

Since exports and imports are involved, unfavorable movement of the Bangladeshi Taka vs major currencies (USD, EUR) can affect cost inputs vs revenue realization.

❖ **Supply Chain Disruptions**

Because of seasonality, environmental events (e.g. flooding, climate change effects), logistic disruptions, or labor shortages, supply chain may be disrupted.

❖ **Consumer Taste & Trends Changing Rapidly**

Home decor & handicraft styles are subject to fashion trends. If Artisan House doesn't keep up with design innovation, it may lose relevance.

❖ **Sustainability & Regulatory Risk**

Even though Artisan House is certified and environmentally conscious, standards may tighten, and compliance costs may increase. Non-compliance (or perception thereof) can lead to reputational damage or legal exposure.

❖ **Competition in Branding and Marketing**

Strong brands with deeper marketing budgets may overshadow smaller artisan exporters. Also, digital market is crowded; visibility / marketing spend may pose a challenge.

4.3 Findings of the Study

1) Interpersonal relationship between manager and employees:

Employee performance inside the company is influenced by interpersonal relationships. A friendly environment at work has the ability to promote cooperative conduct among managers/supervisors and employees, which in turn impacts staff morale and organizational productivity. Interpersonal dynamics in the workplace have a significant impact on how well individuals perform at work.

2) Effective Communication system:

Improved organizational performance can result from effective communication. The communication that it helps to improve work performance received an unanimously positive reaction from the respondents. If everyone places a strong emphasis on communication with the management, everyone will continue to work collaboratively and will contribute to improving the team's performance.

3) Proper Feedback:

Feedback from the supervisor is one of the primary components of performance reviews. It is critical that the staff members believe in the fairness and justice of the system. The feedback often includes a grading or value evaluation system for the work and talents.

4) Employee Participation:

Participation by employees has beneficial effects for firms. A high degree of employee engagement and a decreased level of quitting intent might result from participation in projects. To achieve high organizational productivity and competitive advantage, a company must improve employee performance through employee participation.

5) Facilitate Promotion:

When making decisions about our own life, such promotions, transfers, and terminations, performance reviews may be quite helpful. Employers could decide based on their

understanding of a candidate's strengths and flaws. Management can evaluate the effectiveness of its selection and placement efforts with the use of appraisal systems.

6) Assessing Compensation Changes:

This is yet another traditional use of performance review. The idea of pay for performance is one that practically all businesses support. But how can wage choices be made without a performance measure? A method of ensuring that those who do better are fairly paid is performance evaluation.

7) Enhance Leadership skills:

Assisting leaders to get better one further useful strategy for assisting present and future leaders in honing their abilities is to bring up the topic of leadership during performance assessments. Acknowledging proficient leadership may make your staff members feel important and valued. It's crucial to include these characteristics in performance reports as a way to express your gratitude for leadership responsibilities that require excellence. Finding possible leaders: we may find future leaders by emphasizing leadership qualities in performance reports. Internal promotions provide several advantages, such as a higher rate of employee retention and a reduction in the time and money your company must spend on recruitment.

8) Achieve meaningful missions and goals:

A key purpose of a performance review is to create a clear set of objectives that must be accomplished in a specific amount of time. These objectives ought to be SMART—specific, measurable, realistic, timely, and relevant. They ought to make the required performance criteria evident to staff members. Establishing appraisal goals is the first stage in developing a successful performance evaluation process that aids in the retention and development of top talent for firms. Goals for Workflow, Personal Development goal, Collaboration goal, Efficiency goal, and Professional Development goal.

Chapter-05

Recommendations and Conclusion

5.1 Recommendations

I hope that these recommendations that will be helpful for Artisan House BD Ltd. Here are a few of the recommendations:

1) Strong interpersonal relationship:

Artisan House BD Ltd., building positive relationships between employees and management is essential to creating a healthy work environment. A strong spirit of cooperation and mutual respect among coworkers and supervisors fosters teamwork, enhances communication, and contributes to overall productivity.

2) Communication system:

Artisan House BD Ltd. enhance collaboration and communication between departments. Strengthening interdepartmental teamwork will improve coordination, streamline workflows, and foster a more unified approach to achieving the company's goals. By encouraging open dialogue and information sharing across teams, Artisan House can boost efficiency, innovation, and overall organizational performance.

3) Proper feedback:

Artisan House BD Ltd., it is important to provide employees with regular feedback so they can track their own progress and make timely improvements. Offering constructive feedback enables team members to stay aligned with their goals, enhance their skills, and contribute more effectively to the company's success in producing high-quality, sustainable products.

4) Employee participation:

Artisan House BD Ltd., recognizing the vital role employees play in organizational productivity, it is important to encourage their active participation in decision-making processes. Involving employees in decisions not only leverages their valuable insights and expertise but also fosters a sense of ownership.

5) Promotion decision:

At Artisan House BD Ltd., it is important to provide promotion opportunities for employees as they gain experience and demonstrate strong performance. By following a fair and structured performance appraisal process, the company can ensure that promotions are based on merit and achievements.

6) Compensation change policy:

At Artisan House BD Ltd., there is a need to update the compensation policy by integrating modern performance appraisal techniques. Currently, the company follows traditional methods,

but adopting a more performance-based compensation system will directly link rewards to individual achievements.

7) Leadership skill:

At Artisan House BD Ltd., identifying employees with high potential is essential for effective succession planning. By recognizing and nurturing talented individuals, the company can develop future leaders who will drive continued growth and success.

8) Meaningful mission and goals:

I suggest that Artisan House BD Ltd. focus on establishing meaningful mission and goals that guide the organization and its employees. By aligning with clear objectives such as Personal Development, Collaboration, Efficiency, and Professional Development goals.

5.2 Conclusion

Any organization's human resources department is thought of as its beating heart. Planning for human resources is crucial for every firm. An organization cannot successfully achieve its goals and objectives without an efficient human resources strategy. Employees are one of an organization's most important resources. In order to accomplish the aims and objectives of the firm, it is crucial to keep effective personnel. By motivating, assessing, and awarding them with market-competitive pay and benefits, an efficient management system is an effective strategy to retain talented and qualified workers. The purpose of this study is to examine how performance management systems are used to encourage employee engagement, provide feedback on employees' daily tasks, and improve employee performance. A performance management system evaluates a worker's total contribution to the business. Through this study, it was discovered that the performance management method in use does not accurately assess an employee, and it also does not completely motivate workers. They do this by employing strategies like as providing feedback on employees' daily work, fostering positive employee-manager relationships, and encouraging appropriate employee engagement in organizational tasks, all of which have been shown to increase employee satisfaction. Performance evaluation is a component of HRM that aims to boost organizational performance at the expense of the targeted people and even the perseverance and dedication of the survivors. Communication issues in performance evaluation feedback between managers, supervisors, and employees can be decreased by creating clear, realistic performance criteria. The proposed framework is predicated on six factors: evaluation of training requirements, alignment with institutions, motivation of staff for improvement, comparability, approach cost, and error-free. A

comparison of approaches is included with this selection framework, paying particular attention to the salient characteristics of each performance rating technique. These characteristics are crucial for an effective employee assessment process. Every employee must be involved in the process of setting goals and objectives for their business. Moreover, completing a performance review will boost staff morale and productivity. A manager can positively inform staff members about their performance in carrying out their given responsibilities by conducting appraisals. Occasionally, we become so engrossed in our work that we fail to see the full extent of what the firm does for its workers.

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Appendix

Dear Respondent,

This survey a visualized is being for developing in internship report. Your cooperation will help to obtain a visualized set for information which will add value to the report that is being prepared.

Name:

1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ 20-25
- ☐ 26-30
- ☐ 31-40
- ☐ 41-50

3. Number of years being with Artisan House BD Ltd.

- ☐ Less than 1 year
- ☐ 2-4 Years
- ☐ 5-7 Years
- ☐ More than 7 years

4. Strong interpersonal relationships between managers and employees impact the effectiveness of performance appraisal techniques at Artisan House BD Ltd.

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

5. Fair and transparent communication system impact the effectiveness of performance appraisals at Artisan House BD Ltd.

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

6. Giving proper feedback on completed work helps employees to improve work performance.

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

7. Employee participation may help to create an effective performance Appraisal Techniques and increase organizational productivity.

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

8. Facilitate Promotion decision may help to organization development.

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

9. For Assessing Compensation Changes may be impact to the employee's performance.

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

10. Performance Appraisal Techniques has helped you enhance your leadership skills.

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

11. Assessing Compensation Changes may be help to organization Performance

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Strongly Disagree
- ☐ Disagree

12. Performance appraisal helps people set and achieve meaningful missions and goals.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Strongly Disagree
- ☐ Disagree

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