



Daffodil
International
University

Internship Report

On

“An analysis of the talent acquisition process of Shajgoj Limited”

Date of Submission: 06/08/25



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International
University

Internship Report

On

“An Analysis of the Talent Acquisition Process of Shajgoj Limited”

Submitted By

Musfiqul Bhuyan Sefat

ID – 193-11-891

Major in HRM

Program: BBA

Department of Business Administration

Daffodil International University

This Report is Submitted to

Md. Alamgir Hossan

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

This Internship Report is submitted to the Department of Business Administration, Daffodil International University for the fulfilment of Partial Requirement for the Degree of Bachelor of Business Administration (BBA)

SHAJGOJ

10th September 2023

Musfiqul Bhuyan Sefat

House 26/1, Transmitter More, Dakshin Khan, Dhaka-1230.

Subject: Internship Offer letter in Human Resource Department.

Dear Musfiqul Bhuyan Sefat,

Following your application and subsequent interview, we are pleased to inform you that you have been considered as an Intern in Human Resource Department at Shajgoj Limited.

The terms of engagement are as follows:

1. Reporting Time: 09:00 am daily
2. Internship Allowance: BDT 8,000 per month
3. Period of Engagement: 3 months
4. Chain of Command: you will directly report to Hasiba Binte Hannan (Head of Human Resource Department).

Congratulations and best wishes, hope you will work to your level best to improve the efficiency and performance of this company.

Congratulations & best of luck for the future.

For and on behalf of Shajgoj Limited



Arafat Khandokar Rahat
Assistant Manager
Human Resource
Shajgoj Limited



SHAJGOJ

TO WHOM IT MAY CONCERN

This Certificate is presented to

Musfiqul Bhuyan Sefat

I hereby testify that **Musfiqul Bhuyan Sefat** a student of Daffodil International University, BBA of Human Resource Department has successfully completed the internship program from **10th September, 2023 to 31st December, 2023** at **Shajgoj Limited**. During the period of his internship program with us, he was found to be punctual, hardworking, and inquisitive.

We wish **Musfiqul Bhuyan Sefat** all the very best & every success in life.

For and on behalf of **Shajgoj Limited**


.....
Hasiba Binte Hannan
Senior Manager
Human Resource
Shajgoj Limited

SHAJGOJ LIMITED
2nd Floor, A Majid Tower
Ka-24, Kuril, Progati Sorani, Dhaka-1229, Bangladesh
info@shajgoj.com | www.shajgoj.com | shop.shajgoj.com



Letter of Transmittal

06-08-25

To: Md. Alamgir Hossan

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Dear Sir,

With due respect and immense gratification, I am submitting my internship report, a partial requirement of my BBA program. The report I largely analysed is “**The Talent Acquisition Process of Shajgoj Limited.**”

It is an enormous prospect for me to gather all the inevitable information and grasp the subject matter in an appropriate and authentic source to make this report viable. I have found the study to be quite attention-grabbing, beneficial & insightful.

I tried my level best to prepare an effective & credible report. The report will provide a clear concept of the overall functions of the Talent Acquisition Process of Shajgoj Limited. It will be a great achievement for me if you kindly go through the report to ascertain its fruitfulness it. I hope you will consider the mistakes that may take place in the report in spite of my best.

Sincerely Yours,

MUSFIQUL

.....
Musfiqul Bhuyan Sefat

ID - 193-11-891

Major in HRM

Program: BBA

Department of Business Administration

Daffodil International University

STUDENT DECLARATION

I, Musfiqul Bhuyan Sefat, a student of Daffodil International University, hereby declare that the internship report titled the " The Talent Acquisition Process of Shajgoj Limited." has been prepared by me under the supervision of MD Alamgir Hossan, Assistant Professor, Department of Business Administration, FBE, Daffodil International University. I further declare that the information presented in this report is true and authentic to the best of my knowledge. This work has not been submitted somewhere else for any other degree or qualification. I have acknowledged all the sources I have referred to in the reports.

MUSFIQUL

.....
Musfiqul Bhuyan Sefat

ID - 193-11-891

Major in HRM

Program: BBA

Department of Business Administration

Daffodil International University

CERTIFICATE OF SUPERVISOR

This is to ratify that Musfiquil Bhuyan Sefat, ID: 193-11-891 a student of the Department of Business Administration of Daffodil International University has completed his internship report titled “**An Analysis of Talent Acquisition Process of Shajgoj Limited.**” under my supervision and direction.

His internship placement was at the Office HR Department, Shajgoj Limited. in Progati Soroni, Kuril, Dhaka-1229. I am pleased to state that he has gone through all the necessary and required steps to accomplish the report and the report contains all the data, information, analysis, and findings from authentic sources. As a result, the report seems to have been completed on a successful note.

I wish him every success in life.



.....
Signature of the Supervisor

Md. Alamgir Hossan

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

ACKNOWLEDGMENT

First of all, I wish to express my gratitude to the Almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time.

I am deeply indebted to my Faculty Advisor Md. Alamgir Hossan, Assistance Professor, Daffodil International University for his whole-hearted supervision during my organizational attachment period. I am also grateful to Hasiba Binte Hannan, Head of HR & Admin as my organizational supervisor. Really, it wouldn't be possible to prepare this report up to this mark without their guidance.

This has been an incredible period for me to work on this report titled “An Analysis of Talent Acquisition Process of Shajgoj Limited.”

My gratitude goes to the entire Business Administration Department, of Daffodil International University for arranging an Internship Program that facilitates the integration of theoretical knowledge with a real-life situation. It was no less than a golden opportunity for me to work as an intern at the Head Office of Shajgoj Limited, HR Department.

Last but not least, I would like to convey my gratitude to Pinaki Saha (Assistant Manager HR), Suraiya Khanam (Manager Admin). Moreover, I would also like to express my gratitude to my Shajgoj Limited fellows, seniors, and colleagues who gave me good advice, suggestions, inspiration, and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things.

Sincerely,

MUSFIQUL

Musfiqul Bhuyan Sefat

ID - 193-11-891

Program: BBA

Department of Business Administration

Daffodil International University

DEDICATION

There has to be someone behind every great work. Similarly, this time it was none other than my parents. Their consistent support and care pushed me to an extent where I accomplished nothing but this report and many more. Keeping these thoughts in mind I want to dedicate this report to the persons who are in the position of top priority in my life, my father and my mother, and as a whole my family. In the meantime, I want to say that it was them who brought me into this world and I am indebted to them then, now, and forever for even the tiniest thing that I have ever and will achieve in my life.

May Allah bless them to live longer.

MUSFIQUL

Musfiqul Bhuyan Sefat

ID - 193-11-891

Program: BBA

Department of Business Administration

Daffodil International University

Executive Summary

This formal report highlights the professional experience that has been accumulated. From 1st September, 2023 to 31st December, 2023 as an Intern in Shajgoj Limited's Human Resource Management Department. I researched the "An Analysis of the Talent Acquisition Process of Shajgoj Limited." The basic main objective of this work is to outline HR departmental operations. In this report, I have explained the HR operations of Shajgoj Limited as well as my internship experience, and I have organized the report into five chapters.

The first chapter contains the report's context research, aims, motivation, scope of limits, and methodology.

The 2nd chapter discusses Shajgoj Limited's company profile containing a firm overview and history, trend and growth analysis, client segmentation, goods and services, business operations, and so on

I described HR duties in the third chapter, including talent acquisition, payroll and hr operations, performance appraisal, and legal and compliance.

However, in chapter four, I go into my internship experiences, including positions, tasks, responsibilities, new skills, academic knowledge.

Finally, in Chapter 5, I finished this report by including some important elements such as suggestions, essential understanding, etc.

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Chapter 1: Introduction

1.1 Introduction

In Bangladesh, personal care and beauty are expanding at a rapid pace, and most of it is being driven by e-commerce. Shajgoj Limited is Bangladesh's number one beauty and personal care e-commerce portal. As a for-profit entity, the objective of Shajgoj Limited is to empower women and make them feel confident through their products. The personal care and beauty industry plays a significant role in economic and social development in Bangladesh. Digitalization ensures that e-commerce companies such as Shajgoj Limited can generate huge job opportunities and stimulate economic growth. The Bangladeshi government has introduced various policies that target the attraction of foreign investment and the development of the e-commerce sector, hence sustaining and boosting this growth. The success of e-commerce sites depends heavily on human resource management (HRM). There should not be any overestimation of good HRM for growing and more complicated businesses. Business firms require talented and motivated people to function efficiently and provide great customer service. HRM involves a series of exercises ranging from enrolment and selection to preparation and promotion, execution management, remuneration, and staff relations. This research will assess how the HR policies affect organizational performance and examine the whole human resource process of Shajgoj Limited. Understanding and analyzing such HR procedures will enable us to contemplate how they contribute towards Shajgoj Limited being among the best e-commerce businesses in Bangladesh. Shajgoj Limited, the number one beauty and personal care e-commercial site of Bangladesh has maintained its competitive edge in hiring process, by utilizing effective sources such as social media and employee recommendations. Because of the feeling of association and trustworthiness, which they provide, employee referrals are especially useful to find top-level applicants. Employer branding is supported through recruitment via social media, as this allows the company to access an extensive reach. Strategic interventions are however needed, however, against issues like low social media conversion rates, candidate drop-offs during the hiring process, and sporadic mismatch between candidate expectations and job reality. Shajgoj Limited can solve these issues through focused social media campaigns, improved job descriptions for better alignment, and streamlined application processes to improve candidate engagement. The following paper provides a detailed analysis of Shajgoj Limited's HR processes and evaluation of how its HR policies support its performance as a first-rated e-commerce website.

1.2 Literature review

Talent acquisition has evolved into a strategic component of Human Resource Management (HRM), going beyond traditional recruitment practices to emphasize long-term workforce planning. According to Cappelli (2008), talent acquisition refers to the process of identifying, attracting, selecting, and onboarding skilled individuals who align with an organization's values and goals.

Research by Breaugh and Starke (2000) indicates that organizations with structured talent acquisition strategies experience better retention rates and improved job performance among new hires. The process includes workforce planning, employer branding, sourcing, recruitment marketing, candidate relationship management, and metrics-based assessments. These elements ensure that companies not only fill vacant roles efficiently but also strengthen their employer value proposition in the job market. In the context of the digital economy, talent acquisition plays a critical role, especially for companies in the e-commerce and technology sectors. As noted by Minchington (2010), employer branding—the process of promoting a company as an employer of choice—has become central to attracting talent in competitive industries. For e-commerce platforms like Shajgoj Limited, where customer satisfaction depends on both front-end service and back-end operational excellence, acquiring top talent is crucial for sustainable growth.

Furthermore, the Resource-Based View (RBV) of the firm (Barney, 1991) positions talent as a strategic asset that contributes to competitive advantage. Employees with rare, inimitable, and valuable skills enable firms to adapt to market changes more effectively. Therefore, a robust talent acquisition system enhances organizational agility, innovation, and long-term profitability. Bangladesh's labor market is undergoing rapid changes due to the rise of digital businesses. Alam and Hossain (2021) highlight that e-commerce companies in Bangladesh face challenges in sourcing skilled candidates due to the limited availability of experienced professionals in logistics, digital marketing, and product management. Shajgoj Limited, being a key player in the beauty and personal care e-commerce sector, exemplifies this challenge. The company's talent acquisition strategy must, therefore, focus on diversified sourcing, employer branding, and structured onboarding to maintain its market position. Additionally, global trends such as virtual hiring, use of Artificial Intelligence (AI) in screening, and data-driven decision-making are influencing how talent acquisition is managed.

In summary, the literature affirms that talent acquisition is not merely a hiring function but a strategic lever that enhances business performance. For companies like Shajgoj Limited operating in fast-growing sectors, aligning acquisition practices with organizational goals, culture, and market trends is imperative to sustaining a competitive workforce.

1.3 Background of the Report

This report is a requirement for the issuance of a Bachelor of Business Administration (BBA) certificate from Daffodil International University (DIU), Bangladesh. As part of the program requirement, all students need to complete an internship and submit a comprehensive internship report. All students have to do an internship and submit a comprehensive internship report as part of the program requirement. To work as an intern at Shajgoj Limited was a great and educational experience. I noticed during my internship at Human Resources (HR) Department of Shajgoj Limited that the theoretical HR concepts learned in class bear close resemblance to the actual HR processes. This similarity serves to highlight the significance of HR processes in the actual business environment. Hence, the purpose of this report is to analyze and highlight Shajgoj Limited's HR processes. It will try to give a detailed analysis of HR processes and their influence on the overall performance of the company, which will assist in keeping the top beauty and personal care online platform in Bangladesh.

1.4 Scope of the Study

The centerpiece of this internship report is the in-depth overview of various HRM practices of Shajgoj Limited, including recruitment and selection, employee training and development, employee performance management, remuneration and allowances, worker relations, and staff retention practice. The report attempts to familiarize readers with the overall picture of how the mission of Shajgoj Limited to empower and motivate women employees in the business of the e-business sector in Bangladesh is supplemented through effective HRM. While considering the contribution to social and economic growth of Bangladesh, the report Attempts to explore the significant contributions of the role of the practice of HRM in the business of e-trading of beauty care and personal products. The report will include an overview of the prevailing HRM policy and procedure of Shajgoj Limited and attempt to how they supplement organizational efficiency in the Bangladesh competitive business market of

e-business. The internship experience transcended knowledge theory by exposing the learner to firsthand information regarding the prevailing HR management practice and policy of Shajgoj Limited.

1.5 Study Objectives

Broad Objective

The primary goal of this research is to outline the recruitment and selection process of Shajgoj Limited, link theory to practice in knowledge, and complete the internship requirement for the BBA program.

Specific Objectives

- To understand the talent acquisition process of Shajgoj Limited.
- To analyze talent acquisition process of Shajgoj Limited
- To provide some recommendations based on the findings.

1.6 Methodology of the Study

The prime objective of the study was to achieve a general overview of the talent acquisition process of Shajgoj Limited. By giving importance to the process orientation, strategy, and efficiency of the recruitment process, the study has sought to investigate how Shajgoj Limited searches, shortlists, and recruits talent. To achieve a general overview, primary data collection techniques as well as secondary data collection techniques have been utilized. To achieve a descriptive representation of the talent acquisition process, the report mainly has a descriptive format, including quantitative data in the form of statistics and qualitative data in the form of findings.

The study utilized the following primary and secondary data collection techniques to ascertain the validity and scope of this report:

1.6.1 Population: Because there were around 250 employees at Shajgoj Limited, getting responses from every single employee was not possible. To guarantee that the sample was representative of the entire workforce and kept the process of attracting talent at the center, 50 employees across different departments were picked at random.

1.6.2 Sampling Methodologies: Sampling Procedures: To ascertain that the data obtained was unbiased and representative, the individuals were randomly sampled. It provided maximum reliability and validity to the research outcomes by providing an equal chance for every employee at Shajgoj Limited to participate.

1.6.3 Sample Size: For the sake of obtaining detailed information without compromising the feasibility of data collection and analysis, the sample size has been set at 50 respondents.

1.6.4 Tools for Data Analysis: Microsoft Excel was used for the efficient processing and analysis of the data. The following was carried out:

- **Data Collection:** The data was gathered through Google Form for supervisors and in hard form for employees.
- **Coding and Structuring:** Consistently, the data were coded numerically through a structured questionnaire.
- **Visualization:** Results were represented in various forms of graphs, bringing to the fore important information from the use of pie charts, bar graphs and line graphs.

The tools and methods applied made it possible to undergo a thorough analysis of the talent acquisition process in Shajgoj Limited.

1.6.5 Sources of data: The data collection approach combines a variety of primary and secondary sources of information.

a) Primary Data Sources:

- **Surveys and Questionnaires:** In order to collect primary data on views of managers, the HR officers, and talent acquisition executives concerning the recruitment process, the participants were given the structured questionnaire for their answer.
- **Observation:** Organized evaluation of recruitment process was set to detect inefficiencies and improvement possibilities.

b) Secondary Data Sources:

- **HR Policy Documents:** Internal materials describing the talent acquisition policies and procedures at Shajgoj Limited.

- **Articles and Journals:** Professional journals that offer thought provoking perspectives of the prevalent talent acquisition patterns in the e-business sector.
- **Company Reports:** Annual reports and internal publications offering strategic information about the organization's recruitment performance.

Social Media and Web Pages: Data and insights from Shajgoj Limited's social media platforms and official website.

1.7 Limitations of the Study: Despite having a strict methodology, the study faced many limitations:

- **Confidentiality:** During the research process, several key problems and issues originated directly due to the fact that some human resource policies and procedures were not readily available or attainable for the research staff to look at.
- **Time Constraints:** Owing to the short time period of the internship, which was relatively short, there was a considerable limitation on the possibility of conducting extensive and thorough research required for completion of the report.
- **Availability of Secondary Data:** There is a significant shortage in the provision of thorough industry reports that explore the minute aspects about the particular hiring practices in the talent acquisition field for the e-commerce industry. As a direct implication of this tight provision, the scope and breadth of the entire secondary data that could be exhaustingly investigated, analyzed, and explored in depth were greatly limited.
- **Limited Employee Knowledge:** Some of the people who made the effort to answer the questions demonstrated a clear lack of awareness of the different talent acquisition processes. This gap in awareness can seriously affect the validity and truthfulness of the answers they gave.
- **Organizational Confidentiality:** Organizational confidentiality is important to ensure the integrity and privacy of confidential information. There were, nonetheless, some significant aspects of the recruitment processes that could not be examined in full because of the strict confidentiality regulations that are in place and govern these circumstances.
- **Inexperience in Research:** Since I had very little experience in the activity of writing academic reports, I was encountering a great deal of difficulty in trying to comply with the set standards and expectations of research in this field.

Chapter 2: Organizational Overview

2.1 Overview of the Company

Shajgoj Limited is a company that mostly operates through e-commerce, but most recently they have expanded their sales to include retail shops as well.

Table 1. Company Profile of shajgoj limited

Company Name: Shajgoj Limited
Status: Private Sector
Founded: 2013
Founders: Nazmul Sheikh, Sinthia Sharmin Islam, and Milky Mahmud
Headquarters: A Majid Tower, Kuril, Progati Sorani, Dhaka, Bangladesh
Industry: Beauty and Personal Care
Business Model: E-commerce and Retail
Number of Employees: Around 250 employees with 150 Executives and above (Blue Collar) & 100 Non-Executive (White Collar)
Products and Services
Beauty Products: Shajgoj provides the beauty and personal care products ranging from skincare to haircare, makeup and fragrances.
Content and Education: The company, Shajgoj was originally established as a blog meant to provide beauty advice, feedback about products, and insights into skincare which continued to be the focus of the brand despite being more than a blog.
Retail Stores: Shajgoj offers personalized beauty consultations along with on-the-spot purchase of products at eight retail outlets.
Key Milestones
2015: opened its first physical shop in the capital Dhaka, at Jamuna Future Park.
2018: Extended their business footprint by introducing an e-commerce website making products available throughout the country.
2021: The business received the Daily Star ICT Startup of the Year title.
Funding: Was capitalized with Tk21 crore in seed capital by Sequoia Capital India.

2.2 Hierarchy of Shajgoj limited:

• Executive Directors
• CMO/CFO/CPO/EVP/SVP/VP/AVP
• Sr. General Manager/ General Managers/ Dy. General Manager/Assistant General Manager.
• Sr. Manager/Manager/Deputy Managers/Assistant Manager.
• Sr. Executive/Executive/Jr. Executive
• Officer/Office Support Staff/ Picking & Packing Associate.

Table 2. Shajgoj limited's Hierarchy

2.3 Unique Selling Points:

The distinctive qualities, advantages, or principles that distinguish a good, service, or company from its rivals are known as unique selling points, or USPs. It's what distinguishes you from the competition and explains why clients should pick Shajgoj Limited.

Authenticity: Shajgoj boasts of genuine offering of products and quality at top-end as well as retaining customer confidence.
Expert Advice: Customers may get professional guidance on beauty from Shajgoj's in person and online.
Customer Focus: To educate and satisfy customers, Shajgoj pays high attention, which leads to the development of a loyal customer community.

Table 3. Unique Selling Points

2.4 History of Shajgoj Limited

Shajgoj Limited is an outstanding Bangladeshi business in the sphere of beauty and personal care. Shajgoj Limited came into existence in 2013, having Nazmul Sheikh, Sinthia Sharmin Islam, Milky Mahmud as the initiators. Nazmul being an engineering background; realized the potentials in the beauty industry in Bangladesh and decided to launch Shajgoj. After working as a telecom engineer abroad and within Bangladesh, Mr. Nazmul had identified the saturation of the industry and wanted to chart a new course. At the beginning it was just a blog where the company's founders published text about skincare, product reviews and beauty tips. By developing interesting and informative content, they developed brand visibility and reputation as experts in beauty. The main intent behind their blog was to inform readers about the right way of taking care of and using beauty products. That year, Shajgoj opened its first shopfront in Jamuna Future Park in Dhaka. In this way, Shajgoj employees would be able to meet and advise customers face to face thus improving the quality of their service. Their trust created via the digital content both on their sites and physical stores, was critical for the introduction of their e-commerce platform in October 2018. Nowadays, Shajgoj has a rapid rate of growth because of its increasing number of retail stores and strong e-commerce. They remain committed to providing high-quality beauty products and expert advice to their customers.

2.5 Mission & Vision of Shajgoj Limited

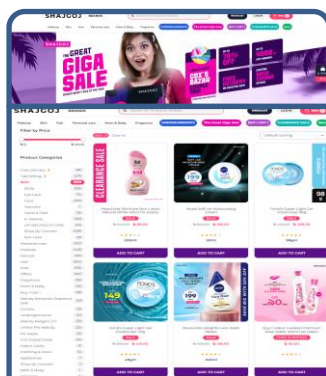
Our mission is to inspire women to be inspirational, to look beautiful, and to feel confident and empowered. The main vision of this company is to find the inner instincts and furnish them to enhance the beauty of each person. They try to improve the beauty and personality along with other activities that give the beauty and peace to the minds of their customers. This company's goal is to provide its customers with authentic products and let them help to find their inner beauty that improve their confidence that can improve their lifestyle. To create a well-organized life with a beautiful mind and health is the core vision of this organization. They always try to implement the best out of their experts' knowledge to support their customers in introducing a beautiful and organized life.

2.6 Products & Services

Shajgoj Limited offers a wide range of products and services in the beauty and personal care industry. Here's an overview:

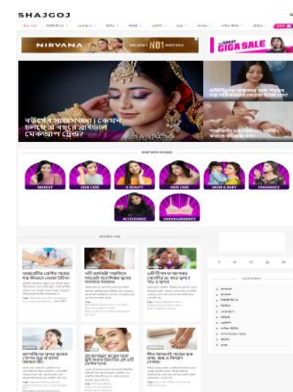
2.6.1 Products

- **Skincare:** Facial cleansers, water-based moisturizers, relaxing serums, sun protection formulas and treatments specific to different skin needs.
- **Haircare:** Conditioners, hair moisturizers, shampoos, and hair treatments, and styling products.
- **Makeup:** Foundations, concealers, lipsticks, eyeshadows, mascaras, and other cosmetic products.
- **Fragrances:** Perfumes and body mists serve the market for both men and women.
- **Personal Care:** Body wash, moisturizers, deodorant sprays and personal hygiene products.
- **Natural Products:** Organic and natural beauty products.
- **Mom & Baby:** Beauty products aimed for moms and their babies including skincare and personal hygiene products.
- **Men's Products:** Grooming and skincare products tailored for men.



2.6.2 Services

- **Content and Education:** Shajgoj started as a blog and continues to post on their blog about beauty tips, product reviews, skincare advice, and social media channels.



- **Retail Stores:** physical locations where clients can buy products and get individualised beauty consultations.
- **E-commerce Platform:** An online retailer with delivery services available throughout Bangladesh
- **Informative Videos and Articles:** Guides on the latest trends in beauty and personal care, helping customers make informed decisions.



Utara Retail Store

2.7 SWOT Analysis

2.7.1 Strengths

- **Strong Brand Recognition:** Shajgoj is known to be a reliable brand in the Bangladesh industry landscape.
- **Authentic Products:** True-to-brand beauty products are one of the company's strengths.
- **Content-Driven Approach:** Booming from a blog, Shajgoj nevertheless continues to offer the benefits of skincare and beauty advice. Quality content is posted, ranging from beauty secret tips, product reviews, and also skincare advice with enhanced customer interaction.
- **Funding and Investment:** The seed funding support from Sequoia Capital India has made it possible for Shajgoj to reinforce its operations.

2.7.2 Weaknesses

- **Limited Physical Presence:** Although highly internet-based, Shajgoj's capability of physical retail has its limitations. Reduced brick-and-mortar stores may restrict access to customers for some packs.
- **Dependency on E-commerce:** With a massive emphasis on the e-commerce platform, Shajgoj is exposed to potential challenges in online operations. risk if there are problems with online services or delivery affects their operations.
- **Market Saturation:** There is increased growth and heated competition in the beauty and personal care business.

2.7.3 Opportunities

- **Market Expansion:** The more retail outlets that Shajgoj can have, the larger its footprint can be in other cities and regions within Bangladesh.
- **Product Diversification:** Expanding your consumer base can be achieved by launching new product lines and categories.
- **Technological Advancements:** Using technology to provide individualised beauty solutions, like AI-powered suggestions and virtual try-ons, can improve the client experience.
- **International Expansion:** Exploring markets outside Bangladesh could provide new growth opportunities

2.7.4 Threats

- **Intense Competition:** Market dynamics within the beauty and personal care market are characterized by intense rivalry between both national and international firms who are pursuing increasing their market presence in the industry.
- **Economic Fluctuations:** Economic instability in Bangladesh could affect consumer spending on non-essential items like beauty products.
- **Regulatory Challenges:** It takes effort to conform to the changing government regulations that often hinder operational efficiency.

Chapter 3:

Talent Acquisition Process of Shajgoj Limited

3.1 Talent Acquisition Overview

Talent acquisition is the systematic process of discovering, attracting and harvesting talent to be utilized in an organization. to meet the demand for talented employees in an organization. Talent acquisition goes beyond the traditional recruitment emphasis on current staffing needs to build a strong talent pool of skilled employees to achieve future business objectives. It involves proactive actions, these involve employer branding, workforce planning, identification of talent from diverse sources. Building the framework for talent hiring entails building a pool of potential candidates utilizing multiple channels of recruitment such as Deadlines for open positions, utilization of online job websites, referrals from existing staff, and networking with professional contacts. The aim is in the quest for recruiting a wide variety of talented individuals to ensure that the highest probability of getting the right person to fill the position. best suited for the company. Having secured applicants, various evaluation techniques are applied in ascertaining the most suitable candidates to employ. screening candidates against background checks, guided interviews, psychometric testing, and analysis of the applications. reviewing applications. These processes provide robust assistance in reviewing and evaluating a candidate's competencies. skills, experience, and cultural fit of candidate to the organization. Strategic recruitment practices lead to the long-term success of organization as a result of competent team development. a committed and motivated workforce who directly control their attrition and aloofness from acquiring skills gaps. By focusing due to the emphasis on the arrangement of the best people at compatible positions at the appropriate time, talent acquisition is vital. It has a significant contribution towards sustaining and growing organizational effectiveness.

3.2 Phases of Talent Acquisition

1. **Attracting Talent:** First, get a list of the possible applicants using a combination of media such as:
 - a) **Job Advertisements:** Highlighting the available jobs and providing short, interesting, and descriptive copies.
 - b) **Online Platforms:** For wider reach, use social media, job websites, and the career page of the company.
 - c) **Employee Referrals:** Employee Referrals: Finding the right candidates by leveraging the networks of current employees.

- d) Professional Networks and Events:** Professional Networks and Events: Networking through alumni networks, industry events, and career fairs. Creating the business as a choice employer is dependent upon this stage. Attraction of the best talent can be hugely impacted by demonstrating a desirable work culture and being a solid employer brand.
- 2. Sourcing and Screening Candidates:** After the candidates have been gathered, the next step is to screen them using:
 - a) Resume and Application Reviews:** Putting applicants in order by checking their education, skills and ability to do the job well.
 - b) Pre-screening Calls:** At this point, you need to evaluate a candidate's interest in the position and fulfilling the basic requirements.
- 3. Assessment and Evaluation:** Assessments are needed to make sure you are choosing the right job. They are composed of:
 - a) Structured Interviews:** To know a candidate's skills and cultural aspects, use standard forms of interview questions.
 - b) Skill Assessments:** Asking the candidate to solve problems or simulations in order to evaluate their skills.
 - c) Behavioural Interviews:** As part of the interview, looking for signs the candidate's values and people skills align with the companies.

Engagement and Employer Branding: Forming connections with applicants is another important part of getting the right talent. One way to help the candidate is to showcase the company's vision, objective and values and keep them updated during the recruiting process.

3.3 Importance of Talent Acquisition

Any business organization must lay stress on talent recruitment since it has a direct influence on the quality of workers, which further affects productivity and expansion. The potential employees with the necessary qualifications and skills and the potential to aid the organization's long-term expansion are bound to be drawn towards an established talent recruitment process.

It can ensure that the firm's strategic goals and workforce capacity are aligned by prioritizing achieving and acquiring the best brains. Hiring people who meet job responsibilities and

business culture is facilitated with well-organized recruitment strategy, which also increases employee satisfaction and provides a favorable work environment.

Secondly, a successful talent acquisition process improves the employer brand within the labour market by making it an employer of choice and acquiring well-educated and skilled staff. It also minimises the risk of having the wrong employees, hence saving immense amounts of time and money that can be put into retraining and rehiring.

Moreover, strategic workforce planning is a significant component of talent acquisition, and it allows companies to predict talent needs and meet them, drive productivity, and build an efficient and strong workforce.

Firms can ensure long-term success, maintain steady growth, and reinforce their competitive edge by linking talent acquisition efforts with organisational objectives.

3.4 The Value of Hiring and Choosing

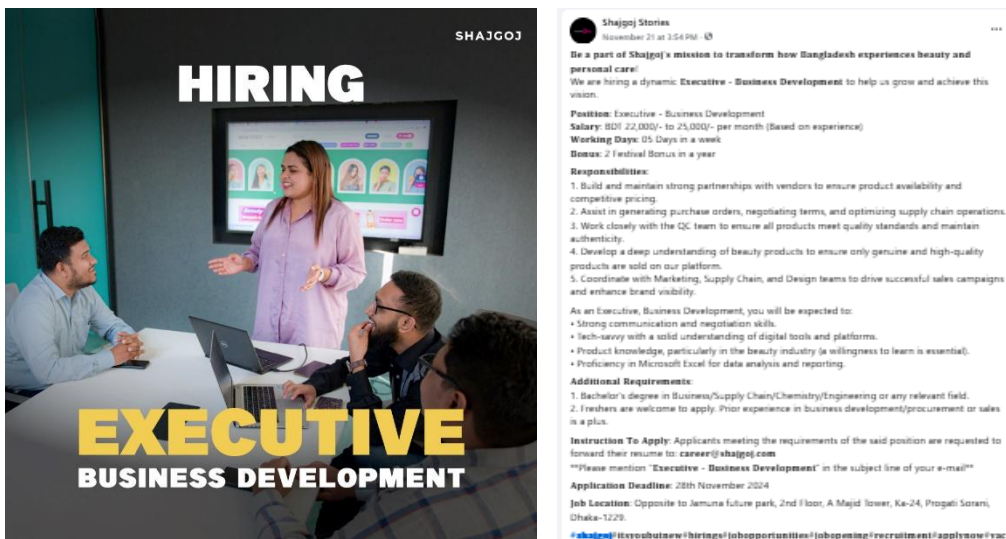
A strong recruitment process is needed in any organization, as the level of the employees will impact both the organization's growth and its final achievements. If a procedure is well-organized, it is easier to attract the top-qualified applicants. Hiring people who fit the company and the open position is easier if a structured process is used which benefits both employees and the company. Furthermore, the increased standing in the labor market attracts more competent and skilled workers to work at the company. The procedure reduces the possibility of appointing the wrong people, so the business benefits financially and in time saved. In addition, hiring methods that work well can match what the company aims to achieve by increasing its productivity and laying a strong foundation for its future achievements.

3.5 Shajgoj Limited's Talent Acquisition Procedures and Prospects

Job circulars placed online are used by Shajgoj Limited to fill new positions. Only those with the required age, experience and education are invited to apply for these jobs. All online applications have to be submitted by the set deadline.

After evaluating each candidate's resume, those that are shortlisted are asked to take part in interviews or evaluations. At the last stage, interviews and tests are carried out systematically

to check if a person is right for the company. The effective methodology allows Shajgoj Limited to hire the right candidates for many jobs.



Shajgoj Limited is known for conducting a careful and personalised hiring process that ensures applicants have both the right skills and can settle into the company's way of doing business. Publishing job descriptions that contain the work's expectations is the first action needed. Following selection of qualified individuals, particular skill assessments are given so the right applicants can be chosen. Besides checking job-related skills, some companies review a candidate's teamwork, communication and problem-solving abilities. To keep the team strong and trustworthy, the company conducts in-depth interviews of all possible hires to make sure they are honest and competent. As a result, top skilled individuals are hired which in turn promotes long-term attachment to the company, thanks to their matching values.

3.6 Shajgoj Limited's Recruitment Process

At Shajgoj Limited, hiring is done through a methodical and planned process that includes the following:

1. **Job Circular Publication:** When a vacancy opens, information about what's needed and the deadline is shared on social media, job sites and the company's website.
2. **Application Submission:** Applicants meeting the qualifying elements of age, education, and experience submit their applications online.

3. **Screening:** Applications are screened for qualification and experience, and the candidates that qualify and have experience are selected for the shortlist.
4. **Interview and Evaluation:** Applications are screened for qualification and experience, and the candidates that qualify and have experience are selected for the shortlist.
5. **Candidate Selection:** Successful applicants receive an appointment letter that offers them the position, based on their performance results in the exams and interviews.

This structured approach to talent acquisition ensures that Shajgoj Limited identifies and recruits the best qualified applicants for their roles.

3.7 Systems of Talent Acquisition

Shajgoj Limited uses both internal and external sources to identifying candidates.

3.7.1 External Hiring:

1. **Advertisements:** Job openings are advertised on websites such as Bdjobs, LinkedIn, etc.
2. **Job Fairs:** To secure access to a greater number of candidates and attract fresh talent, the organization conducts job fairs.
3. **Campus Recruitment:** Aided by its collaborations with universities, Shajgoj recruits the most suitable candidates through conferences, events, or tests.

3.7.2 Internal Hiring:

1. **Promotions:** Based on their performance, the existing employees are promoted to the available open position.
2. **Transfers:** Depending on company requirements, employees may be moved between departments or locations.
3. **Referrals:** Employees can refer candidates for vacant posts through their networks to find suitable candidates.

3.8 Selection Process of Shajgoj Limited

Shajgoj Limited has a multi-step recruitment process to ensure they hire the best possible candidates.

1. **First Interview:** The first interview is conducted by the hiring department and the HR group to properly assess the candidate's initial qualifications for the position.
2. **Written Test:** The least worthy candidates may be called to a written test consisting of general questions and technical questions related to the profession.
3. **Skills/Computer Tests:** Tests may be required where the lesser qualified candidates demonstrate a candidate's ability to use any software/ tools, including Microsoft Office; ERP software or any software specific to a job.
4. **Final Interview:** A panel interview is conducted where the HR manager and the head of the appropriate department will determine the candidates overall fit with the company's mission, salary negotiations, etc.
5. **Reference Checking:** A professional reference check is completed to verify accuracy. Any discrepancy results in disqualification. Medical check-up: Applicants undergo a medical check-up to ascertain they are physically and mentally fit to work.
6. **Offer Letter:** Candidates selected from the interview process are provided with an offer letter outlining the terms of employment, and the commencement of probation.

3.9 Employer's Obligations During the Hiring and Selection Process

Through its human resource strategy, recruitment has a major impact on how a firm develops its competitive edge. Competent employees in the right roles are often essential to many organisations' strategic advantages or core competencies. Finding and acquiring a sufficient number of skilled candidates who can assist the company in achieving its goals is the goal of the hiring process. The following methods can now be used to elaborate on HRD's primary function in the process:

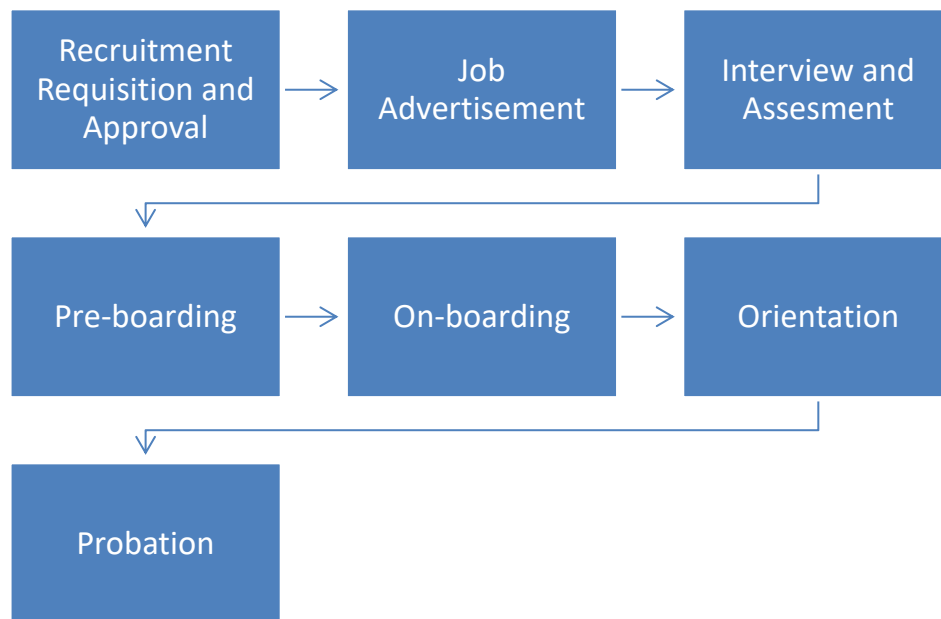


Figure 1.Steps need to be followed by an employer of HRD

3.10 HRD and Candidate's Obstacles

3.10.1 Recruitment of Skilled Full-Time Employees for Key Roles at Shajgoj

Limited: Shajgoj Limited is facing challenges in recruiting skilled full-time employees for key roles such as Product Managers, Content Executives, and Picking, Packing, and Office Staff. Because of the specialized skill sets and experience required for these roles, recruitment is more competitive and difficult.

3.10.2 High Demand for Media and Marketing Experts: As Shajgoj is expanding its presence in local and international markets, it requires more experienced media and marketing experts. With highly specialized expertise required and the competitiveness of the media industry, quality staff for these roles has become hard to find.

3.10.3 Limited Test Facilities and Infrastructure: Candidates are often required to take written or competency-based tests as a component of the hiring process. Limited test facilities, i.e., insufficient computers or appropriate seating space, turn out to be issues for Shajgoj Limited. Delays can occur, and overall candidate experiences can be adversely affected.

3.10.4 Hiring Qualified Professionals: Shajgoj Limited sometimes struggles to hire experienced professionals for senior positions. Top candidates prefer better-paying jobs elsewhere because of the extremely competitive job market, and Shajgoj has limited channels to hire seniors as and when needed.

In order to attract and keep quality candidates for such critical roles, Shajgoj Limited needs to refine its testing resource allocation, make its hiring process more streamlined, and have a more structured methodology in place. Resolving such problems will render the hiring process more productive and efficient, which will be to the advantage of both the company and applicants

Chapter 4: Analysis and Findings

4.1 Data Collection Overview:

Data was collected from 30 respondents across various departments using a Google Form. The data was obtained from Shajgoj Limited, with a total of 30 respondents completing the questionnaire. Among the respondents:

- 20 are between the ages of 20 and 30,
- 5 are between the ages of 30 and 40,
- The remaining 5 are beyond the age of 40.

In terms of gender distribution:

- 20 of the respondents are women, which is approximately **66.67%** of the total responses.
- 10 of the respondents are men, which is approximately **33.33%** of the total responses.

4.2 Data Analysis and Interpretation:

1. Shajgoj Limited's Talent Acquisition Process is well-structured, maintaining clear and formal steps.

Table 4. Respondent's Opinions on the Structure of Shajgoj Limited's Talent Acquisition Process

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	0	3	6	15	6	30
Percentage	0%	10%	20%	50%	20%	100%

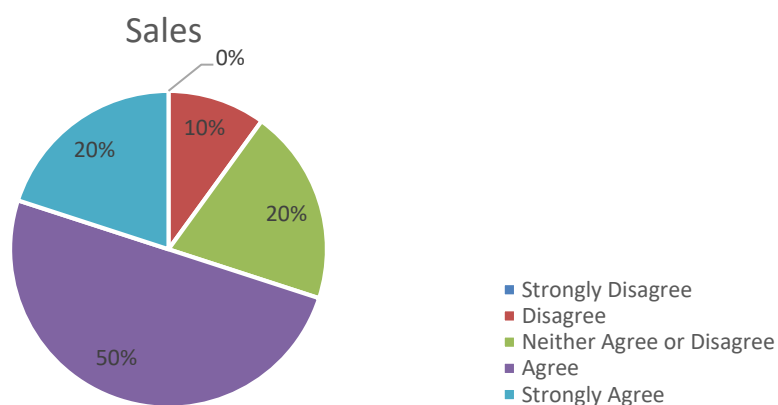


Figure 2. Distribution of Responses on the Structure of Shajgoj Limited's Talent Acquisition Process

Interpretation: From the chart, we can see that 70% of respondents (combining "Agree" and "Strongly Agree") believe Shajgoj Limited's Talent Acquisition Process is well-structured. However, 20% remain neutral, and 10% disagree, indicating that while the process is generally effective, there may still be areas needing refinement to ensure broader satisfaction. The absence of "Strongly Disagree" responses suggests no strong opposition, but minor adjustments could further enhance the process.

2. I think Shajgoj Limited's Talent Acquisition Process is efficient and timely.

Table 5. Respondent's Opinion on efficient and timeliness of Talent acquisition Process.

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	0	0	6	9	15	30
Percentage	0%	0%	20%	30%	50%	100%

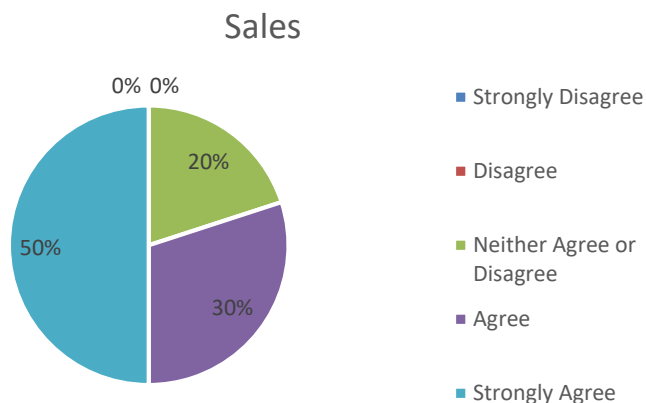


Figure 3. Distribution of Responses on efficient and timeliness of Talent acquisition Process

Interpretation: The chart shows 80% approval (50% Strongly Agree + 30% Agree) for Shajgoj's hiring process efficiency, with 20% neutral and zero negative responses, confirming strong effectiveness while suggesting minor improvements could address neutral feedback.

3. According to records, Shajgoj Limited's Talent Acquisition Process is fair and transparent.

Table 6. Respondent Perceptions of Fairness and Transparency in Shajgaj Limited's Talent Acquisition Process

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	0	3	3	12	12	30
Percentage	0%	10%	10%	40%	40%	100%

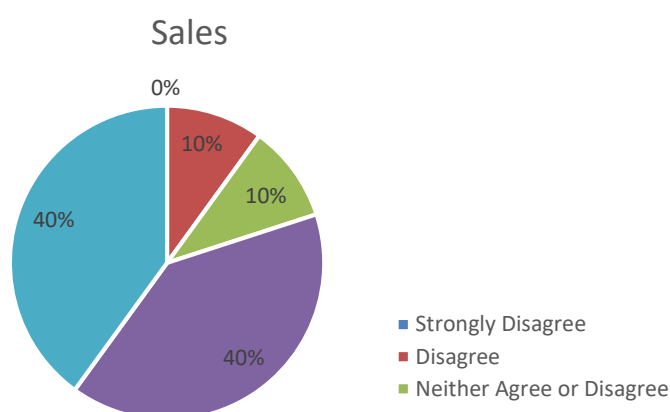


Figure 4. Distribution of Fairness and Transparency in Shajgaj Limited's Talent Acquisition Process

Interpretation: The chart shows 80% approval (40% Agree + 40% Strongly Agree) for Shajgaj's fair and transparent hiring process, with 20% neutral/disagree responses, indicating strong credibility while highlighting minor areas for potential improvement. No strong objections (0% Strongly Disagree) were recorded.

4. The overall Talent Acquisition Process at Shajgoj Limited seems lengthy.

Table 7. Respondent Perceptions of Talent Acquisition Process length.

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	15	6	3	3	3	30
Percentage	50%	20%	10%	10%	10%	100%

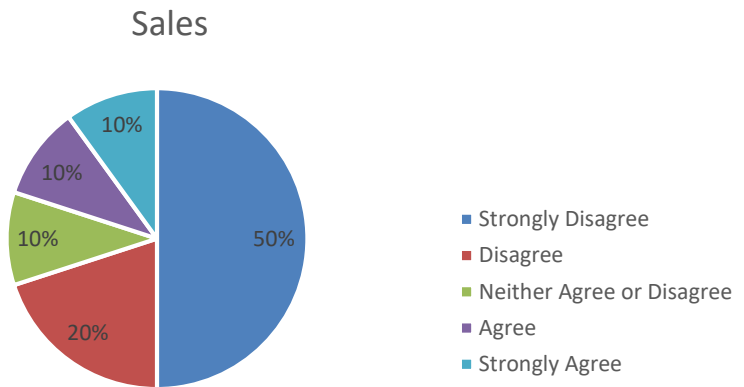


Figure 5.. Distribution of Responses on Talent Acquisition Process length.

Interpretation: The chart shows 70% disagree (50% Strongly Disagree + 20% Disagree) that Shajgoj's hiring process is lengthy, with only 20% agreeing (10% Agree + 10% Strongly Agree) and 10% neutral, indicating most candidates find the process timely while a minority may experience delays worth reviewing. No strong negative consensus exists.

5. All candidates receive equal opportunity regardless of their background.

Table 8. Respondent Perceptions of Equal Opportunity

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	3	3	9	0	9	30
Percentage	10%	10%	40%	0%	40%	100%

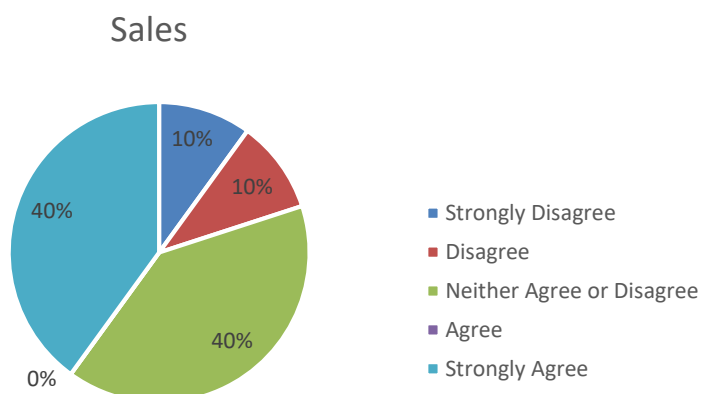


Figure 6.. Distribution of Equal Opportunity.

Interpretation: The chart shows 40% strongly agree candidates get equal opportunities, while 40% are neutral and 20% disagree (10% each). With 0% simple "Agree", results reveal polarized views - strong supporters exist, but significant uncertainty/doubt remains (60% combined neutral/disagreeing) about equitable treatment.

6. It is evident that Shajgoj Limited utilizes a variety of sourcing channels to reach potential candidates.

Table 9.Respondent Perceptions of sourcing channels for potential candidates.

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	3	3	9	0	9	30
Percentage	10%	10%	40%	0%	40%	100%

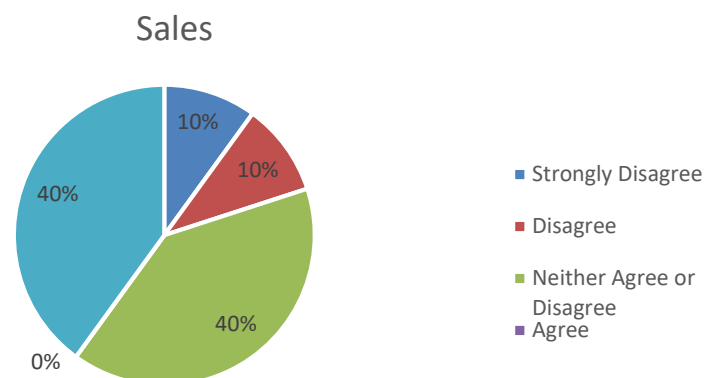


Figure 7.. Distribution of sourcing channels for potential candidates

Interpretation: The chart reveals 40% strongly agree that Shajgoj uses diverse sourcing channels, while 40% remain neutral and 20% disagree (10% each). With 0% simple "Agree", responses show polarized perceptions - strong belief in channel diversity exists, but significant uncertainty persists (60% neutral/disagreeing), suggesting inconsistent visibility of sourcing methods.

7. The Interview Process at Shajgoj Limited is structured and well-organized.

Table 10. Respondent Perceptions of Shajgoj's structure.

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	0	3	3	18	6	30
Percentage	0%	10%	10%	60%	20%	100%

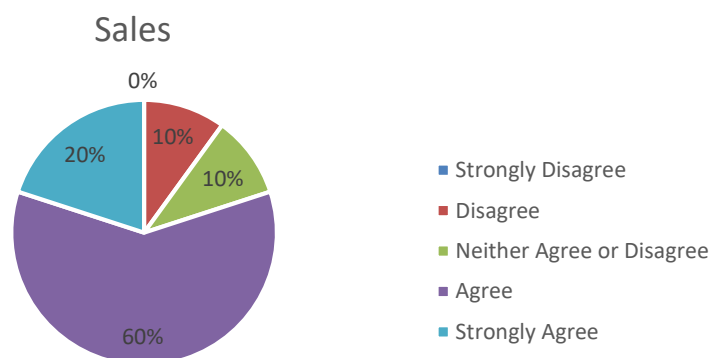


Figure 8. Distribution of Shajgoj's structure

Interpretation: The chart reveals that most respondents (80%) view Shajgoj Limited's interview process as well-structured, with only 10% expressing disagreement and no strong objections. This indicates overall positive feedback with minor room for improvement.

8. The assessment tests used in the selection process effectively evaluate a candidate's skills and abilities.

Table 11. Respondent Perceptions of the assessment test's effectiveness.

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	3	3	18	3	3	30
Percentage	10%	10%	60%	10%	10%	100%

Sales

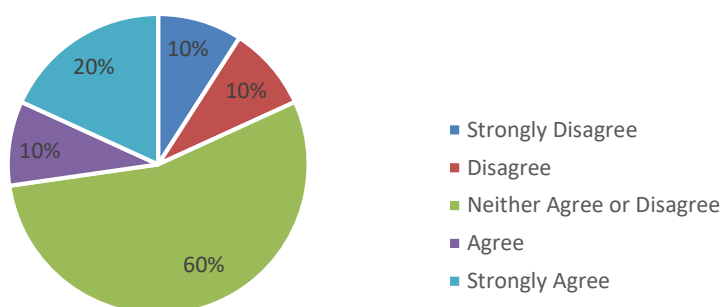


Figure 9. Distribution of the assessment test's effectiveness

Interpretation: The chart shows that 60% of respondents neither agree nor disagree about the effectiveness of assessment tests at Shajgoj Limited, while 20% are split equally between agreeing and disagreeing. This suggests a mixed perception, highlighting the need for clearer communication or improvement in the test process.

9. In my opinion, the HR Department at Shajgoj Limited communicates effectively with each candidate during the hiring process.

Table 12. Respondent Perceptions of Communications with candidates.

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	0	0	0	24	6	30
Percentage	0%	0%	80%	80%	20%	100%

Sales

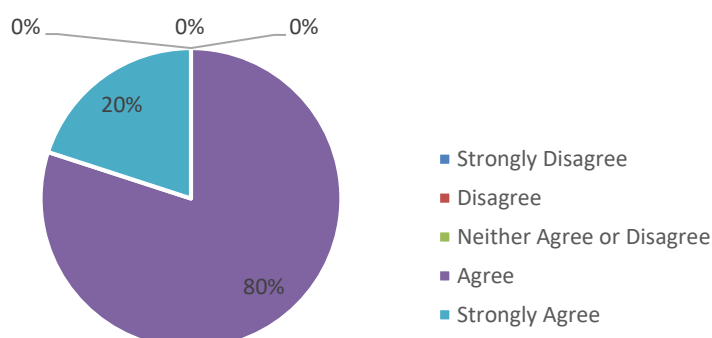


Figure 10.. Distribution of Communications with candidates

Interpretation: The chart shows that 80% of respondents agree and 20% strongly agree that the HR department at Shajgoj Limited communicates effectively during the hiring process. With no negative or neutral responses, this indicates a strong consensus on positive HR communication.

10. I feel that Shajgoj Limited's Talent Acquisition Process is competitive compared to other organizations in the industry.

Table 13. Respondent Perceptions of competitiveness with other organization.

Options	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Respondents	3	3	18	3	3	30
Percentage	10%	10%	60%	10%	10%	100%

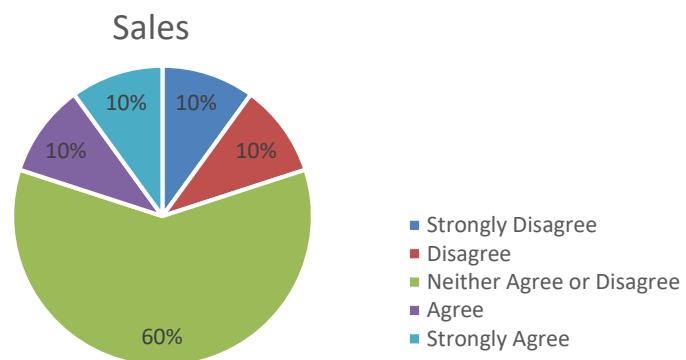


Figure 11.. Distribution of competitiveness with other organization

Interpretation: The chart shows that 60% of respondents neither agree nor disagree on whether Shajgoj Limited's Talent Acquisition Process is competitive compared to other organizations. Meanwhile, 10% each strongly disagreed, disagreed, agreed, and strongly agreed, indicating a generally neutral stance with some divided opinions.

11. How satisfied are you with the overall candidate experience during the talent acquisition process at Shajgoj Limited?

Table 14. Respondent Perceptions of overall candidate experience.

Options	Strongly Unsatisfied	Unsatisfied	Satisfied or Unsatisfied	Satisfied	Strongly Satisfied	Total
Respondents	0	0	18	6	6	30
Percentage	0%	0%	60%	20%	20%	100%

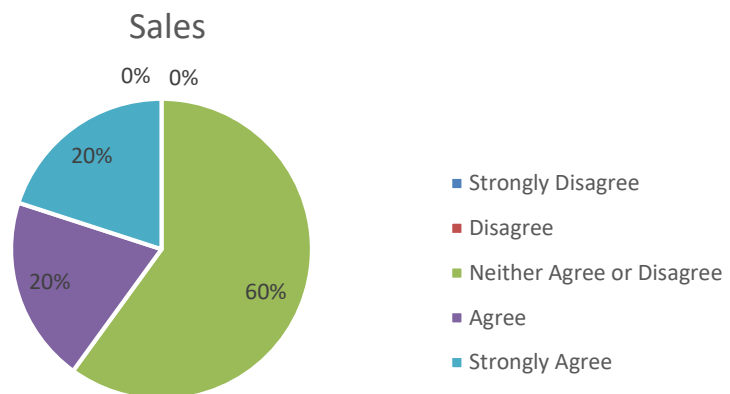


Figure 12.. Distribution of overall candidate experience

Interpretation: The chart shows that 60% of respondents were neutral (Satisfied or Unsatisfied) about their overall candidate experience during the talent acquisition process at Shajgoj Limited. Meanwhile, 20% felt satisfied and another 20% were strongly satisfied, indicating that although most remained neutral, a significant portion had a positive experience.

12. Based on your experience, how likely are you to recommend Shajgoj Limited as an employer of choice?

Table 15. Respondent Perceptions of recommendation of Shajgoj Limited.

Options	Strongly Unsatisfied	Unsatisfied	Satisfied or Unsatisfied	Satisfied	Strongly Satisfied	Total
Respondents	0	0	15	9	6	30
Percentage	0%	0%	50%	30%	20%	100%

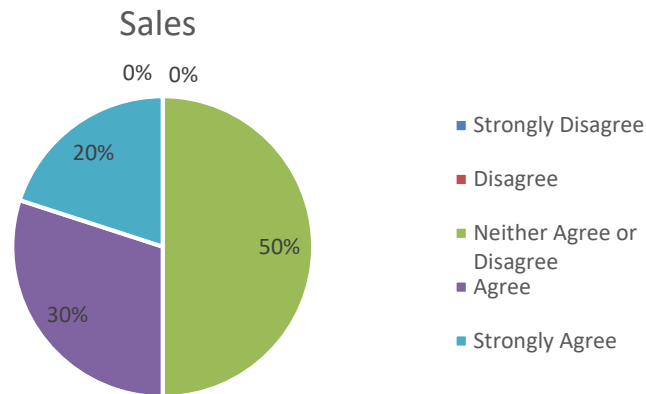


Figure 13. Distribution of on recommendation of Shajgoj Limited

Interpretation: The chart shows that half of the respondents (50%) were neutral about recommending Shajgoj Limited as an employer of choice, while 30% agreed and 20% strongly agreed. This suggests that although many participants were undecided, a combined 50% had a favorable view of recommending the company.

4.3 SWOT Analysis of Shajgoj Limited's Talent Acquisition

Here is the SWOT analysis for Shajgoj Limited regarding their talent acquisition process:

4.3.1 Strengths

- **Consistent Representation Across Stages:** Data shows equitable representation of women throughout the hiring stages, suggesting a fair and unbiased recruitment process.
- **Strong Candidate Experience:** The professionalism of interviewers and clear job descriptions contribute to positive feedback from candidates. Timely communication ensures candidates are informed, enhancing satisfaction and engagement.
- **Effective Sourcing Channels:** Utilization of diverse sourcing methods like job portals, social media, and employee referrals ensures a wide reach for talent acquisition.
- **Increased Quality of Hires:** High quality of hires as reflected in survey responses indicates effective screening and selection practices.

4.3.2 Weaknesses

- **Potential Drop-offs at Screening Stages:** Data shows drop-offs after application submission and initial screening, suggesting possible inefficiencies or misalignment in initial candidate evaluations.
- **Time-to-Hire:** Extended time-to-hire for some roles may hinder the ability to secure top talent quickly.
- **Limited Diversity Metrics:** While gender diversity is monitored, other aspects such as ethnicity or disability inclusion may lack detailed tracking and initiatives.
- **Feedback Collection:** Insufficient feedback mechanisms from hiring managers and candidates post-process could limit actionable insights for improvement.

4.3.3 Opportunities

- **Enhanced Diversity and Inclusion Initiatives:** Introducing targeted programs to attract underrepresented groups, including internships and outreach campaigns, could further strengthen workforce diversity.
- **Improving Recruitment Metrics:** Focus on reducing time-to-hire and drop-off rates at critical stages by streamlining processes and using advanced HR technologies.
- **Employee Referrals:** Expanding referral programs to incentivize internal employees could enhance sourcing efficiency and improve the quality of hires.
- **Use of Analytics:** Leveraging data analytics to identify patterns and predict successful hires can optimize decision-making and reduce bias.

4.3.4 Threats

- **Competition for Talent:** Other companies in the industry offering competitive packages or faster recruitment processes could attract top candidates.
- **Bias Perception:** Any perceived or actual bias at specific stages, even if unintentional, could harm employer branding.
- **Retention Challenges:** A misalignment between candidate expectations and job realities may lead to early attrition, affecting recruitment ROI.
- **Changing Market Trends:** Shifts in candidate expectations, such as demand for remote work or better work-life balance, could impact the attractiveness of the organization's roles.

4.4 List of Findings

1. Well-Structured and Efficient Recruitment Process

Shajgoj Limited's recruitment process is well-structured, with clear steps from sourcing to onboarding. The process is efficient in the company, with recruitment durations shorter than industry benchmarks. Employees consider the process consistent and professional.

2. Perceived Length and Transparency

Though effective, the process is considered long by 80% of the employees, which means there is a need for streamlining. Despite this, the process is considered fair and transparent and offers equal opportunity to all candidates regardless of their background.

3. Diverse and Strategic Sourcing Channels

Shajgoj employs a multi-channel approach—social media, employee referrals, and direct applications. Employee referrals converted the most, and social media yielded reach with decreased efficiency. This multi-faceted strategy is both serving reach and relevance.

4. Evaluation and Communication Excellence

Evaluation tools and interviews were enjoyed by all for effectiveness. The formal interview process and nice HR communication—trial-tested by 84% of the respondents—mirror a candidate-friendly and well-organized recruitment system.

5. Performance Outcomes and Diversity Impact

Recruitment process outcomes are outstanding, with an 82.6% retention rate and a Net Promoter Score of 30. Diversity is also a positive, with over 40% of the recruits being from underrepresented groups, attesting to Shajgoj's quality, inclusive hiring.

Chapter 5:

Recommendations and Conclusion

5.1 Recommendations for Shajgoj Limited's Talent Acquisition Process

In conclusion, based on our research, here are some recommendations that can help Shajgoj Limited to refine their attraction of talent and also express the firm's strengths, weaknesses, opportunities, and threats, by:

5.1.1 Improve Recruitment Metrics

- **Reduce Drop-off Rates:** Enhancing the candidate experience by reducing the steps the candidate has to take to apply and putting emphasis on mobile-friendly materials where candidates can apply whenever or wherever they want. Communicating efficiently with candidates to keep them apprised of where they are in the hiring process. Leverage a pre-screen (e.g., automated questionnaire) to set expectations appropriately to limit drop-offs.
- **Shorten Time-to-Hire:** Structured interview panels and making group decisions in cases where senior management must provide final approval are some ways to reduce time in the hiring process. In instances where the ATS is engaged, transitions can be made from administrative meetings for scheduling calls and follow-ups and review documents or forms without the need for an additional step to complete.

5.1.2 Strengthen Diversity and Inclusion Efforts

- **Expand Metrics:** broadens, diversity broadens its measure and can include broader dimensions such as, ethnicity, disability, and socioeconomic backgrounds. Measures of diversity can help better communicate and identify possible bias at various sections in the hiring process and help identify bias based on demographics.
- **Initiate Targeted Campaigns:** Partner with organizations supporting underrepresented groups to create inclusive hiring pipelines. Develop internship or scholarship programs aimed at underrepresented communities.

5.1.3 Enhance Sourcing Strategies

- **Strengthen Direct Applications:** Make your company careers page easy for the candidate - with more user-directed descriptions of roles, more employee success stories, more clear application processes.

- **Expand Employee Referral Programs:** Incentives can be in the form of financial, recognition, or PTO for successful referral. Leverage retention data to proactively promote filling internal roles. Let employees know about open positions with multiple methods of communication such as newsletters, town halls, or careers section on organizational intranet.
- **Optimize Social Media Recruitment:** Use employer characteristics and abilities when conducting targeted ads to reach candidates with a high degree of relevant skill. Try some interactive campaigns as well - such as employee testimonials and/or Q&A sessions to strengthen employer brand and connect with passive Job Seekers.

5.1.4 Leverage Technology and Data Analytics

Using predictive analytics from your previous year hiring data to divvy up candidates to the lowest to highest in their success quotas. Use AI, resume parsing tools and candidate scoring to enhance your pre-screening tasks and reduce bias. Regularly track recruitment metrics (i.e. cost-per-hire, quality of hire) each month to identify systemic inefficiencies and areas for process enhancements based on data.

5.1.5 Focus on Candidate Experience

- **Enhance Feedback Mechanisms:** Gather detailed follow-up, feedback from candidates after their interview in order to highlight areas for enhancement in the hiring process. Also consider a satisfaction survey to be more specific and direct regarding communication, and relating processes and timelines.
- **Act on High Drop-Off Rates Post-Interview:** Provide realistic job previews to properly set expectations. Make sure to explain the role and be completely transparent about compensation and benefits.

5.1.6 Improve Retention Strategies:

Create structured onboarding programs to help new hires acclimate quickly to your company culture and role expectations. Conduct stay interviews with new hires to learn ways to improve onboarding and workplace assimilation. Align job expectations with career development opportunities is a great way to lower turnover early on.

5.1.7 Focus on Long-term Performance Tracking:

Review correlation of hiring source (e.g., referrals, portals) with employee performance. Continue to use performance reviews to measure performance quality of new hires long-term.

5.2 Conclusion

The analysis of Shajgoj Limited's talent acquisition process has provided me with valuable insights into how modern recruitment practices can drive organizational success. During this study, I have observed that effective recruitment is not just about filling positions but about building a sustainable workforce aligned with the company's goals and values. While I congratulate Shajgoj Limited's focus on equity, the candidate experience, and the quality of hiring, other areas of improvement such as drop-off rates, time-to-hire and expanding diversity, suggest a significant need for improvement. Overall, I gained a better appreciation for recruitment metrics, sourcing strategies, and the importance of aligning and connecting hiring practices to performance expectations that are more broadly convened within an organization. Additionally, taking the opportunity to critically analyze and interpret real-world data contributed positively to strengthening my analytical and problem-solving skills and judgment, which are important skill sets for continued growth in my career in human resources. In summary, Shajgoj Limited has a strong foundation on which to build its talent acquisition process, but there is much more they can do by implementing a set of strategic recommendations to improve their hiring effectiveness, attract high-impact talent, and further strengthen their brand and position as an employer of choice in the industry. Each of the recruitment sources Shajgoj Limited uses, has its own unique advantages and disadvantages. Referrals result the highest success rate but could be optimized with stronger programs. Social media is effective for branding and constructing a broad pool of candidates, but its low conversion rates need improvements to be more proactive about them. Direct applications reflect reasonably but increased employer branding would help plus clear and easy application processes would help the direct application avenue as well. Mindful and equitable use of the mentioned channels will help to improve the recruitment effectiveness of Shajgoj Limited as a whole.

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5.4 Appendix

This is **Musfiqul Bhuyan Sefat** and I am a student of Daffodil International University in the department of Business Administration. My area of expertise is human resource management. I am currently completing a 3-month internship as part of my BBA curriculum. Based on the study "**An Analysis of the Talent Acquisition Process of Shajgoj Limited**" I'd like to conduct a survey. Please feel free to complete the following survey questions as part of my research, with proper respect.

(All information you enter will be secret and used for only the research purpose)

This survey aims to gather feedback on the effectiveness and efficiency of the talent acquisition process at Shajgoj Limited. It covers various aspects, including candidate experience, sourcing methods, and recruitment outcomes.

1. Do you want to participate in this survey?

- Yes
- No

2. Select Your Gender:

☐ Male ☐ Female ☐ Other

3. Select your Age (Years):

☐ 20-25 ☐ 26-30 ☐ 31-35 ☐ Above 36

4. Shajgoj Limited's Talent Acquisition Process is well-structured, maintaining clear and formal steps.

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

5. I think Shajgoj Limited's Talent Acquisition Process is efficient and timely.

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

6. According to records, Shajgoj Limited's Talent Acquisition Process is fair and transparent.

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

7. The overall Talent Acquisition Process at Shajgoj Limited seems lengthy.

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

8. All candidates receive equal opportunity regardless of their background.

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

9. It is evident that Shajgoj Limited utilizes a variety of sourcing channels to reach potential candidates.

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

10. The Interview Process at Shajgoj Limited is structured and well-organized.

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

11. The assessment tests used in the selection process effectively evaluate a candidate's skills and abilities.

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

12. In my opinion, the HR Department at Shajgoj Limited communicates effectively with each candidate during the hiring process.

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

13. I feel that Shajgoj Limited's Talent Acquisition Process is competitive compared to other organizations in the industry.

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

13. How satisfied are you with the overall candidate experience during the talent acquisition process at Shajgoj Limited?

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

14. Based on your experience, how likely are you to recommend Shajgoj Limited as an employer of choice?

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