



“An Analysis of Performance Evaluation Techniques of ABC Ltd.”



Daffodil
International
University

An Internship Report
On
“An Analysis of Performance Evaluation Techniques of ABC Ltd.”

Prepared for

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Prepared By

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ID # 191-14-113

Program: MBA

Major in HRM

Date of Submission: 1st july, 2020



Letter of Transmittal

1st July, 2020

Md. Alamgir Hossan

Senior Lecturer

Department of Business Administration

Daffodil International University, Datta Para,

Chou Baria, Ashulia Model Town, Savar, Dhaka

Subject: Submission of the Internship Report.

Sir,

I feel honored to present my internship report on “**An Analysis of Performance Evaluation Techniques of ABC Ltd.**” which I have done as one of the main requirements for the completion of MBA degree. I am looking forward to your sincere judgment regarding this report.

I am delighted to get the opportunity to do my internship in a reputed organization Mondol Knitwear Ltd. like Export oriented garments factory in Bangladesh. I enjoyed preparing this report which enriched my practical knowledge of the theoretical concepts which I have learned from different courses.

I sincerely hope and believe that my Internship report will secure your approval and serve its purpose. During the progression of preparation due to various limitations there may be some mistakes. However, I apologize for those and beg your kind consideration in this regard.

Yours truthfully,

Dolon Rani Guha

ID: 191-14-113

Program: MBA

Major in HRM

Daffodil International University



Supervisor Declaration

This is to certify that **Dolon Rani Guha, Id#191-14-113**, Program: MBA, Major in HRM, Daffodil International University has completed her internship in ABC Ltd. under my supervision. She has always maintained communication with me and has followed gives necessary advice. Under my guidance and supervision, she has successfully prepared an internship report on “**An Analysis of Performance Evaluation Techniques of ABC Ltd.**” I wish him every success in life.

Md. Alamgir Hossan

Senior Lecturer

Department of Business Administration

Daffodil International University

Student Declaration

I am Dolon Rani Guha, student of Master of Business Administration (MBA) program, ID: 191-14-113 at the DIU-Daffodil International University, declaring that, this internship research report on the topic of **“An Analysis of Performance Evaluation Techniques of ABC Ltd.”** has only been prepared as a partial fulfillment of the Master of Business Administration (MBA) program and have not been previously submitted to any other University/Collage/Organization for any academic qualification/Certificate/Diploma or any other degree. The report contains no material previously published or written by anyone except where due reference is made in the text of the appendix part.

This Research report is not prepared for any other purpose like reward or publication.

Thanking you,

Dolon Rani Guha
ID # 191-14-113



Acknowledgement

At first I would like to pay my gratitude to the Almighty Allah for giving me abilities to work hard. I am also grateful to my parents who provided me with the necessities of life since my early childhood.

Many people contributed in the making of this report. I would like to thank my academic supervisor of the internship program Professor **Md. Alamgir Hossan** for giving me the opportunity of preparing this report & for his effort full supervision. He also provided me some important advice and guidance for preparing such type of new idea-based report. Without his help, this report could not have been a comprehensive one.

My deepest appreciation and special thanks goes to **Md. Majedul Islam Shuvo, (Assistant Manager of Production department)**, for extending his support in compiling this report. I would specially like to thanks Osman gani and Kazi Toufiqul Islam officer of ABC Ltd. Who helped me a lot during my internship period with valuable advices, guidance and necessary information?

I must mention the wonderful working environment and group commitment of this factory that has enabled me a lot of deal to do and observe the office services during my internship period of three months.

Lastly, I would like to thank MBA department at Daffodil International University and for the development of such an important & firm curriculum of report required for MBA.

Executive Summary

I have prepared my internship report based on the three months long internship program that I have successfully completed in ABC Ltd. as a requirement of my MBA program in Daffodil International University. This report is focus on “**An Analysis of Performance Evaluation Techniques of ABC**



Ltd.” It shows different aspects of report like introduction, objective of the report, scope of the report, limitations. In this section different important data about ABC Ltd. is provided like Background of the organization, corporate information of the organization, corporate governance, mission, vision, Products and services, Porter’s five forces and SWOT analysis. The report all about the project. Definition, evaluation methods, techniques and maintenance of ABC Ltd.

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Part: 1

Introductory Part

1.0 Introduction of the study:

ABC Real Estates Limited was built up in the time of 1988. It is a partner organization of Associate Builders Corporation Limited (ABC Ltd), a renowned development organization working in Bangladesh since 1972.

After initiation in 1972, ABC made its imprint as one of the leaders during the time spent recreating the framework of Bangladesh which had been seriously affected by our Liberation War. Best development guidelines, consideration regarding subtleties, customized customer administration, firm money related balance and the authority of an accomplished group of experts are the key factors that has contributed towards ABC's prosperity and generosity in the course of recent decades.

35 years prior, a gathering of experienced and youthful experts met up to shape a development house that would endeavor to manufacture a superior Bangladesh. The gathering made an ideal congruity of knowledge and new thoughts; and the organization's standing the trial of time is a confirmation of the solidness of this Corporate House. Today, the name ABC has gotten synonymous to quality and dependence.

At the point when you are searching for an accomplice for your development needs, look no further past ABC. Since with us, you generally win!

As a part of my MBA program, I have done my internship program under the Human Resource Management of “ABC Ltd.” This practical part will be evaluated by my honorable academic supervisor. For that reason I have prepared this report on the basis of my practical experience and submitted to my supervisor. The topic of the report is **“An Analysis of Performance Evaluation Techniques of ABC Ltd.”**

1.1 Background of the Report:

Urban lodging has investigated Dhaka City during most recent two decades. In the midst of the various names of property designers, ABC Real Estates Limited stands apart with an edge of understanding of more than 43 years.

On standard, ABC has faith in quality, not amount. Particular activity sponsored up by a solid establishment and sincere responsibility has in fact permitted ABC to constantly offer just the absolute best to its esteemed customer base.

1.2 Objective of the Report:

The specific objectives of this report are:

- To analyze performance evaluation techniques of ABC Ltd.
- To find out the company's proper rules & regulations under HR department for the employees.
- To suggest on how to improve the evaluation techniques at ABC Ltd.

1.3 Scope of the Report:

In order to prepare this report on the topic of “**An Analysis of Performance Evaluation Techniques of ABC Ltd.**” it will be needed to the study of the environment and human resource practice of the organization which runs under the regulation of effective HR policy.

1.4 Methodology of the Report:

Methodology is the process, technique, or method of observation, survey and analysis. In order to collect the above mentioned information and data following potential sources has been used. In order to meet the data requirement and collect the above mentioned information following sources has been used:

1.4.0 Primary Sources:

- ✓ Face to face interview.
- ✓ From practical working environment.
- ✓ Data collected through observation of the company's activity.

1.4.1 Secondary Sources:

- ✓ Organizational profile of ABC Ltd.
- ✓ Annual report of the organization.
- ✓ Office file and documents.
- ✓ Internet and Newspaper.
- ✓ Websites of the organization.
- ✓ Different internship report and presentation.
- ✓ Books and articles from library study.

1.5 Limitations of the Report:

In every work, there are some limitations. However, it is a great opportunity for me to do this project.

Some restraints are disclosed bellow:

- Large-scale research was not possible within the three months.
- The website of the company does not provide enough information.
- Relevant data and document collection were difficult due to the organization confidentiality.
- Most of the workers have lack of knowledge. So they didn't answer properly.
- Management is very busy for that reason they couldn't help me to prepare the report.
- To complete such kind of report need a lot of experience. But I had very little experience in this work field. So errors are possible in this report.



Part: 2

Organization Part

2.0 Overview of ABC Ltd:

After initiation in 1972, ABC made its imprint as one of the leaders during the time spent recreating the framework of Bangladesh which had been seriously affected by our Liberation War. Best development guidelines, consideration regarding subtleties, customized customer administration, firm money related balance and the authority of an accomplished group of experts are the key factors that has contributed towards ABC's prosperity and generosity in the course of recent decades.

35 years prior, a gathering of experienced and youthful experts met up to shape a development house that would endeavor to manufacture a superior Bangladesh. The gathering made an ideal congruity of knowledge and new thoughts; and the organization's standing the trial of time is a confirmation of the solidness of this Corporate House. Today, the name ABC has gotten synonymous to quality and dependence.

2.1 Board of Directors:

Sl. No.	Name	Status with the Bank
	Mr. Ashim Kumar Joardar	CEO
	Mr. Nashid Islam	Director
	Arch. Mostaqur Rahman	Director
	Ms. Sabina Alam	Director
	Mr. Zahidul Islam	Director
	Mr. Subhash Chandra Ghosh	Director

Table 1: Board of Directors:

2.2 Mission and Vision:

2.2.0 Mission:

- To give our customers the assets to finish their activities securely, on schedule, on spending plan, and with top notch benchmarks by coordinating propelled, adaptable and centered cooperation, committed venture the board, and extraordinary craftsmanship in a physical issue and medication free workplace that supports new thoughts, new advancements and development.
- To construct and keep up long haul connections dependent on the most elevated levels of polished skill, trustworthiness, execution, esteem, genuineness, customer fulfillment in our associations with our providers, subcontractors, proficient partners and customers.
- To furnish our representatives with a legit and accommodating workplace, where each worker exclusively and by and large, can devote themselves to furnishing our customers with outstanding workmanship, remarkable assistance, and expert trustworthiness.

2.2.1 Vision:

To have the notoriety to be the temporary worker of decision focused on accomplishing the most elevated level of value and execution through commitment and become the best and regarded development organization in Bangladesh through difficult work, moral strategic approaches, and magnanimous undertakings.

2.3 Organogram:

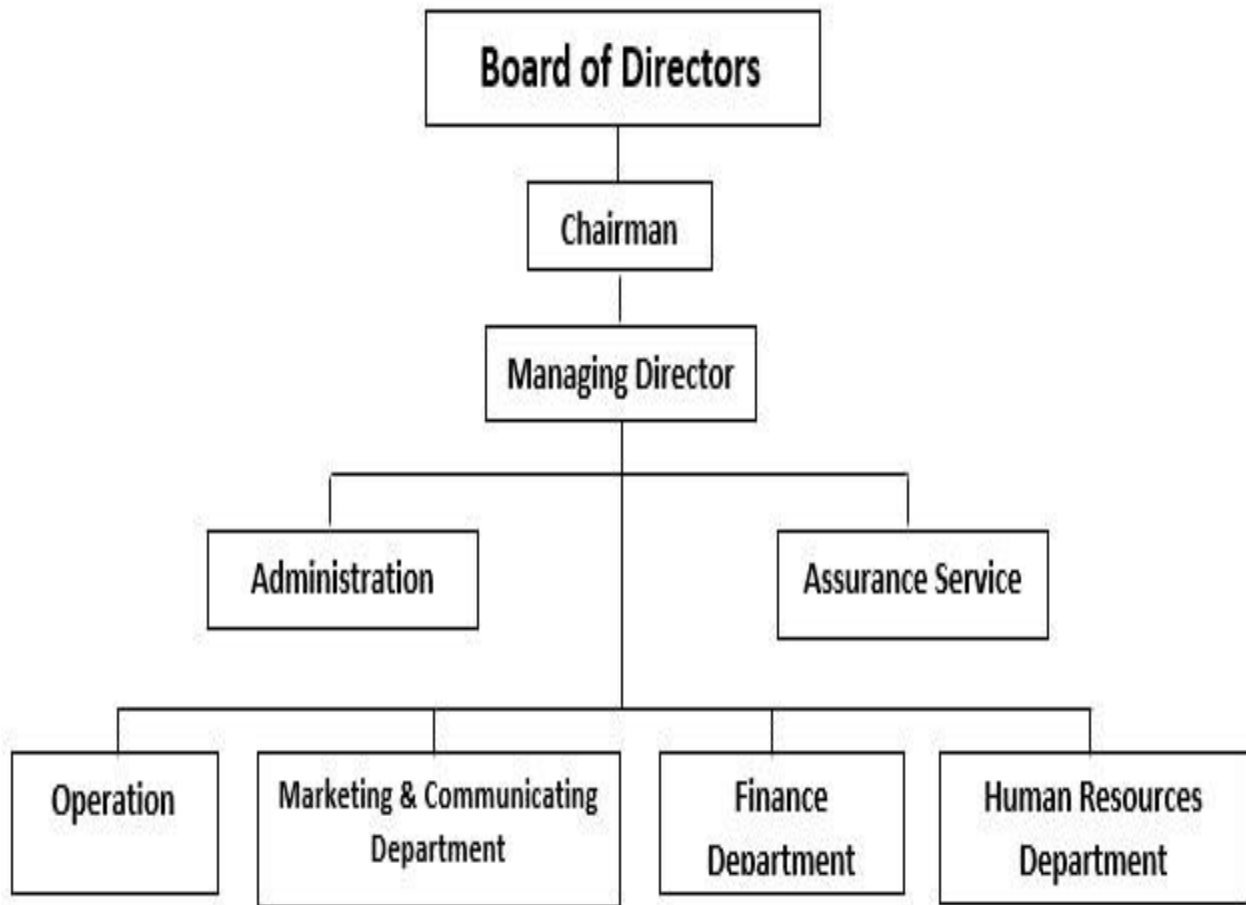


Figure 1: Organogram

2.4 Service:

. Home Loan:

We help every one of our customers to benefit credit from the presumed lodging financiers of Bangladesh. With exceptional MOUs, we have a generally excellent corporate relationship with the financiers just to push our esteemed customers to easily process their applications.

We are enrolled with the accompanying associations for Home-Loan offices

- We are enlisted with the going with relationship for Home-Loan workplaces Delta Brac Housing (DBH) Finance Corporation Limited
- IDLC Bangladesh Limited
- National Housing Finance Corporation Limited
- HSBC
- Standard Chartered Bank Limited
- Mutual Trust Bank Limited
- Dutch-Bangla Bank Limited
- Dhaka Bank Limited

Legal Service:

Our legitimate division is obliged to guarantee the genuineness of the land before taking up any undertaking. During the development time frame, we comply with every single real system to stay away from any later issues that can harm our association's notoriety or our esteemed customer's tranquility.

The enrollment of the lofts is done well on time through legitimate systems and at the very least help charge. We give legitimate records and receipts to our customers as an affirmation of straightforwardness.

In addition, we additionally help the customer or landowner with standard legitimate administrations like change, alterations, affirmation, verification, installment of contribution and so on.

Maintenance:

ABC offers extraordinary support administrations to its partners. Our ordinary Warranty Period for the activities is one year from the date of giving over ownership of the condos to the landowner. During the

guarantee time frame, any imperfection, which will be watched, is redressed by us. Much after this period, ABC would expand its administration on cost for the finished undertakings.

2.5 Our Strategy:

We take a stab at conveying new roads for cutting edge development techniques, which yields quality development and convenient fulfillment of every one of our undertakings. Warm, accommodating and strong customized client care is our guideline. That is the reason our amazingly fulfilled customer survey is developing each day, which implies our essence and invigorates us the two glance further later on.

2.6 Salient Features:

- Attractive Architectural arrangement and quality development work.
- Well-arranged and condition benevolent inward format which guarantees ideal space productivity just as appropriate ventilation and light-stream.
- Handover of assets inside stipulated time.
- Warm, true and interesting client support.
- Premium offices for early purchasers: Alteration of internal design, advantageous installment booking, Optimum costing of extra things and so on.
- In-house building and designing help office.

2.7 Porter's Five Forces (Industry Analysis):

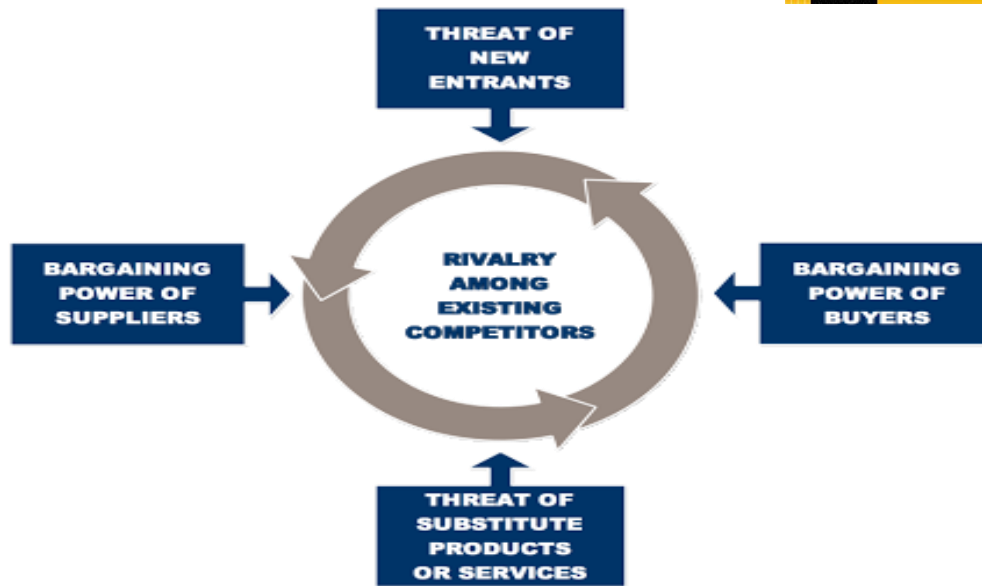


Figure 2: Porter's Five Forces

Bargaining Power of Suppliers: This one is by all accounts extremely high too since one of the Problems in making a benefit right now it is taking more time to acquire the vital supplies, Plus the estimating has ascended for these provisions. In reality, laborers, to my brain, are likewise in fact Suppliers as well; and, because of the development blast, the expense of laborers is a lot higher.

Bargaining Power of Buyer: Obviously this changes, however right now the haggling intensity of purchasers appears to be really high as there is by all accounts more very top of the line extravagance condos than purchasers. The conspicuous trouble in breaking down an industry, for example, building and selling excessively top of the line extravagance condos, that makes the hazard/reward point of view such a lot of more regrettable, is that you are not selling your item at the present time however later on when you don't have the foggiest idea what the bartering intensity of purchasers will be. To be protected, even in a period of a lack of extravagance top of the line lofts, you would need to expect the dealing intensity of purchasers is high even on occasion when it isn't.

Threat of New Entrants: This one is by all accounts generally low or, best case scenario medium. It isn't so natural for somebody to simply go out and assemble an excessively top of the line extravagance townhouse in New York City. There are incalculable guidelines and different commitments to be

managed. Furthermore the notoriety of the gathering building the condos has a lot to do with a venture's prosperity, which is a further obstruction to another participant. As needs be, another player will experience a lot of difficulty simply moving into this industry.

Threat of Substitute Products or Service: Since the drawn of civilization to the modern era, clothing is a basic need of the people. As long as it is a basic need, the threat of substitute is very low.

Rivalry among Existing Competitors: This one is by all accounts very high. There is a huge amount of serious contention at the present time. There are many players building and selling overly very good quality extravagance townhouses in New York City.

Part: 3

Performance Evaluation Techniques

3.0 Performance Evaluation?

A representative exhibition assessment is a normal appraisal and audit of a worker's presentation at work. Commonly, administrators direct a full exhibition assessment every year, with normal registration consistently. Execution assessments permit a business to set clear desires and measure the worker's prosperity. The data accumulated as a feature of a presentation assessment can help drive choices about increases in salary, advancements and cutbacks.

Frequently, execution audits incorporate the director's assessment of the representative's exhibition just as a self-assessment led by the worker about their own survey of their prosperity. Execution assessments ought to be decided against explicit objectives utilizing plainly characterized measurements.

3.1 Types of performance evaluation

1 – Self-assessment

Self-appraisal is one of the fundamental sorts of execution assessment.

It is acted in two phases. To start with, the representative reacts to a survey to think about their own presentation, recognizing their qualities and shortcomings; at that point, their administrator talks about with them about what should be possible to improve their exhibition.

Through self-appraisal, the assessed proficient can do an inside and out examination about their conduct and the outcomes they have accomplished. At the point when the individual perceives the zones they can enhance, it gets simpler to energize proceeded with development.

2 – Team assessment

Assessing singular experts is significant on the grounds that everybody has their own eccentricities that characterize their latent capacity. Notwithstanding, it is basic that you do an assessment of the entire group also, since the total of all endeavors is one of the fundamental main impetuses behind fantastic outcomes.

When assessing bunch execution, you can make changes in accordance with adjust colleagues, improve work process, improve worker connections and correspondence, and in this way expand the accomplishment of objectives.

3 – Graphic rating scale

Of all the representative exhibition assessment models, this might be the least difficult and generally conventional.

In the realistic rating scale technique, you make a segmented table sorted out as follows:

In the principal segment, place the factors that will be assessed. For instance: promptness, assiduity, cooperation, imagination, and so forth.

In the following segments, place the estimations of every factor. For instance: horrendous, terrible, customary, great or extraordinary. You can likewise appoint scores from 0 to 5.

The fundamental preferred position of the realistic rating scale is that it is anything but difficult to do. In any case, it is restricted and doesn't take into account further assessment.

Hence, the realistic rating scale is commonly utilized related to different strategies, for example, 360 degree rating.

4 – 360 degree rating

360 degree rating is viewed as one of the most complete presentation audit models. This is on the grounds that everybody engaged with a representative's work routine is welcome to take an interest all the while.

Pioneers, colleagues and even clients and providers partake in the assessment. Toward the finish of the procedure, a correlation is made between the contemplations of the evaluators and the 'assessed', creating significant input.

5 – Forced Choice

In a structure, a rundown is comprised of a few vital proclamations that can characterize the conduct of the patron. For instance:

- Usually defers conveyances;
- Does not coexist with colleagues;

- Fulfills their obligations well;
- Is a proactive expert.

At that point, before every announcement, the evaluator needs to put a "+" sign (coordinates the partner) or "-" (doesn't coordinate the teammate).

To maintain a strategic distance from blunders of translation and to get solid information, the announcements should be plainly composed.

6 – Skill Evaluation

Competency assessment goes beyond performance. Within it there are three basic factors: KSA.

- K – Knowledge: subjective abilities, "knowing something".
- S – Skills: psychomotor area, physical abilities, "know-how".
- A – Attitude: propelling component, "needing to do".

Right now assessment, the survey should consider the specialized and social abilities of the partner.

From the start, the worker reacts to this poll in a kind of self-appraisal, calling attention to what capabilities he/she as of now has, which are being developed and which ones despite everything should be created. At that point, the pioneer elucidates his/her perspective on the colleague's answers, and together they draw up a game plan to improve what is required.

7 – Goals and Results

This technique for execution assessment has a quantitative methodology. The outcomes accomplished by the worker in a given period are considered.

The goal is to recognize if the representative being assessed met the desires for the organization. Since this depends on numbers, this evaluation is increasingly secure and confident.

Instances of components to be assessed:

- Absenteeism
- Sales conversions
- Customer satisfaction
- Customer retention

Assessment by objectives and results can likewise be applied to the group in general so as to discover who the most and least profitable workers are.

8 – Leader Assessment

The keep going thing on our rundown of execution audit models is regularly neglected by certain organizations. Like representatives, pioneers should likewise be assessed.

Pioneers are answerable for coordinating their groups towards progress. At the point when they perform ineffectively, for the most part, this is reflected in their representatives too.

Along these lines, pioneers likewise need to experience assessments and get input on their presentation. Right now, depend on their workers just as their bosses, giving an outline of their exhibition.

Along these lines, pioneers can all the more likely comprehend in the event that they and their groups are on target and what angles can be improved.

3.2 Evaluation Performance: Technique # 1. Budgetary Control and Reporting:

Planning of the monetary allowance is the initial phase in the budgetary control framework. Usage of spending plans is the second stage which needs persistent announcing of spending execution at short interims. Readiness of spending plans alone won't accomplish a lot of except if an examination is made normally between the genuine presentation and the planned exhibition.

Therefore legitimate revealing is a basic component in budgetary control. The day by day/week by week/month to month reports relying upon the idea of tasks associated with the consequences of

different capacities are consistently submitted to the administration and follow up move must be made right away.

3.3 Evaluation Performance: Technique # 2. Balanced Scorecard:

This is a methodology that joins both the budgetary and non-money related proportions of execution. This methodology assists with giving a ton of data to the administration that will help them in vital arrangement definition and accomplishment. Adjusted scorecard, accordingly, addresses all territories of execution in a target and impartial style and gives top administration an extremely quick and extensive perspective on the association.

3.4 Evaluation Performance: Technique # 4. Contribution Margin:

Commitment edge can be characterized as the contrast between the deals and the variable expense of those deals. It contributes towards fixed costs and benefit. A benefit community or speculation focus giving more commitment is favored in light of the fact that it will give higher figure of benefit accepting fixed costs as consistent. It is a generally excellent gadget for upgrading the utilization of rare assets.

Commitment is not the same as the benefit which is net increase in movement and stays in the wake of deducting fixed costs from the complete commitment. Commitment edge is a decent strategy of execution estimation as it assists with discovering the gainfulness of an item, office or division, to have better item blend, revenue driven arranging and to expand the benefit of a firm.



3.5 What is the best way to evaluate employee performance?

Here's a step-by-step guide to effectively evaluating employees:

- Set Performance Standards.
- Set Specific Goals.
- Take Notes consistently.
- Be Prepared.
- Be Honest and Specific with Criticism.
- Don't Compare Employees.
- Evaluate the Performance, Not the Personality.
- Have a Conversation.

3.6 How to Evaluate an Employee?

To assess a worker viably, organizations need to have a standard assessment structure set up and audit every individual representative against those standard measurements. Here's a bit by bit manual for adequately assessing representatives:

1. SET PERFORMANCE STANDARDS

It's significant that you set clear execution norms that layout what a worker in a particular job is required to achieve and how the work ought to be finished. Similar models must apply to each representative who holds a similar position. All exhibition norms ought to be feasible and they ought to relate legitimately to the individual's expected set of responsibilities.

2. SET SPECIFIC GOALS

You should likewise set objectives that are explicit to every representative, in contrast to execution measures, which can apply to different laborers. Objectives are specific to the qualities and shortcomings of the individual representative and can assist them with improving their abilities or learn new ones. Work with every representative to set objectives that are sensible and important to their position.

3. TAKE NOTES THROUGHOUT THE YEAR

Track the exhibition of your representatives consistently. Make an exhibition document for every specialist. Track prominent achievements or episodes, regardless of whether they're certain or negative. Recollect that you can give quick input to representatives when something stands apart too, you don't need to hold up until the year-end audit procedure to give acclaim or valuable analysis.

4. BE PREPARED

At the point when it comes time to really give a representative assessment, it's ideal to get ready for the gathering early. Survey your documentation for the representative before the gathering and make notes of what you need to examine with the worker. The exhibition survey ought to be generally about the positive components of the representative's presentation, with some supportive guidance on the most proficient method to improve later on. All things considered, if the specialist's presentation was for the most part negative, they likely wouldn't in any case be working for you.

5. BE HONEST AND SPECIFIC WITH CRITICISM

At the point when you do need to give analysis in an assessment, be straightforward and clear about your criticism. Try not to attempt to gloss over or make light of the circumstance, which can make disarray for the representative. Give clear models and afterward give accommodating, explicit exhortation on how the worker can develop and improve later on.

6. DON'T COMPARE EMPLOYEES

The reason for a representative assessment is to audit the presentation of each staff part against a lot of standard execution measurements. It's not useful to contrast the presentation of one worker with another and doing so can prompt unfortunate rivalry and hatred. Continuously hover back to your assessment structure, not the presentation of different laborers.

7. EVALUATE THE PERFORMANCE, NOT THE PERSONALITY

Your assessment should concentrate on how well the worker plays out their activity, as opposed to their character attributes. At the point when you make decisions about the representative's character, they can feel assaulted and the discussion can turn antagonistic. Along these lines, for instance, as opposed to giving input about a worker being youthful or enthusiastic, it's progressively beneficial to rather give explicit instances of the representative's activities in the working environment that exhibit those attributes. Try not to make analysis individual, consistently attach it back to the work.

8. HAVE A CONVERSATION

A representative assessment shouldn't be a single direction road where the chief gives input and the worker tunes in to that criticism. Rather, a profitable representative assessment ought to be a discussion among you. Tune in to your worker's interests and how they'd like their profession to develop. Discover how you and the bigger group can enable the representative to meet their profession objectives. You may likewise request a worker to give a self-assessment of how they think they performed at their particular employment for the year. A presentation survey ought to permit the representative to audit the working environment, their administrators and themselves, just as think about their own profession development.

9. ASK SPECIFIC QUESTIONS

To encourage beneficial discussions with representatives during the assessment, it can assist with going into the live with explicit inquiries you'd prefer to talk about with the laborer.

Part: 4

Analysis & Conclusion part

4.0 Project Time Line:

This study will require 56 days. The following table shows the time requirement in each step of the study.

- Week 01 : Introduction and Organizational Part
- Week 02 : Topic Part
- Week 03 : Learning Part
- Week 04 : Conduct survey research
- Week 05 : Data analysis and Interpretation
- Week 06 : Developed the research plan
- Week 07 : Developed the Questionnaire
- Week 08 : Full report editing

Particulars	Week 01	Week 02	Week 03	Week 04	Week 05	Week 06	Week 07	Week 08
Introduction and Organizational Part								
Topic Part								
Learning Part								
Conduct survey research								
Data analysis and Interpretation								
Developed the research plan								
Developed the Questionnaire								



Full report editing								
Total								56 days

Table 2: Project Timeline

4.1 Budget Information:

The total expenditure to prepare this project as followed –

Particular's	Amount (Tk)
Questionnaires	65
Internet	450
Mobile Bill	460
Transportation	1200
Printing and binding of Report	700
Others	1000
Total	3,875 Tk

Table 3: Budget information

4.2 Research Instrument

- ✓ Questionnaires with close-ended questions
- ✓ 1 MCQ Questions

- ✓ 9 Liker Scale

4.2.0 Research Approach:

- ✓ Survey

4.3 Research design:

4.3.0 Population Definition:

- ✓ **Type of research:** Descriptive.
- ✓ **Population:** 400 employees of Mondol Knitwear Ltd.
- ✓ **Duration:** 1st February 2020 to 30th April, 2020.

4.3.1 Sampling Plan

- ✓ **Sample Unit:** 400 Employees of the Mondol Knitwear Ltd.
- ✓ **Sample Frame:** The sample frame of this study consists of all the employees of ABC Ltd.
- ✓ **Sampling Size:** 40.

4.3.2 Contract Method:

- ✓ Questionnaire Survey

4.4 Data collection procedure:

In order to collect the data I have used a structured questionnaire which is a combination of close ended question and the question type is 5 point liker scale.

4.4.0 Data Analysis:

For analysis the data Microsoft office like word, excel was used in the personal computer. As well as the chart and diagram were given to understand the specific and particular data.

4.5 Questionnaire Development:

- Q1.** ABC Ltd. strictly follows the employment law of Bangladesh.
- Q2.** ABC Ltd. maintains an effective relationship between the management and employees.
- Q3.** ABC Ltd. creates a working environment in which its employees can plan their own career development.
- Q4.** ABC Ltd. Provides education and training programs sufficient for its employee’s self-empowerment.
- Q5.** ABC Ltd. existing Promotion policy & Reward system is sufficient for increasing employee’s job satisfaction.
- Q6.** ABC Ltd. Provides better facilities to the employees.

4.6 Liker Scale:

In order to analysis the data a 5 point Liker scale has been used. 1 stands for highly disagreed customers, 2 stands for only disagreed customers, 3 stands for the neural customers, 4stands for agreed customers, and 5stands for highly agreed customers.

Opinion	Weighted
Strongly Disagree	1
Disagree	2
Neither Disagree nor Agree	3

Agree	4
Strongly Agree	5

Table 4: Liker Scale

4.7 Analysis

In this section I have used a questionnaire for the analysis of my topic- “An Analysis of Performance Evaluation Techniques of ABC Ltd”. The questionnaire survey was distributed among the people of present ABC Ltd. employees from different department. My number of population was 400. I have taken 10% sample size from my population. The question patterns are in “Likert scale”.

Number of question-06

Number of respondants-40

Pattern of Questionnaire-Likert scale

4.8 Graphical Representation:

Question No: 01

ABC Ltd. strictly follows the employment law of Bangladesh.

Opinion	No. of Respondents
Strongly Disagree	5
Disagree	9
Neither Disagree nor Agree	7
Agree	10
Strongly Agree	9

Table 5: Question 1

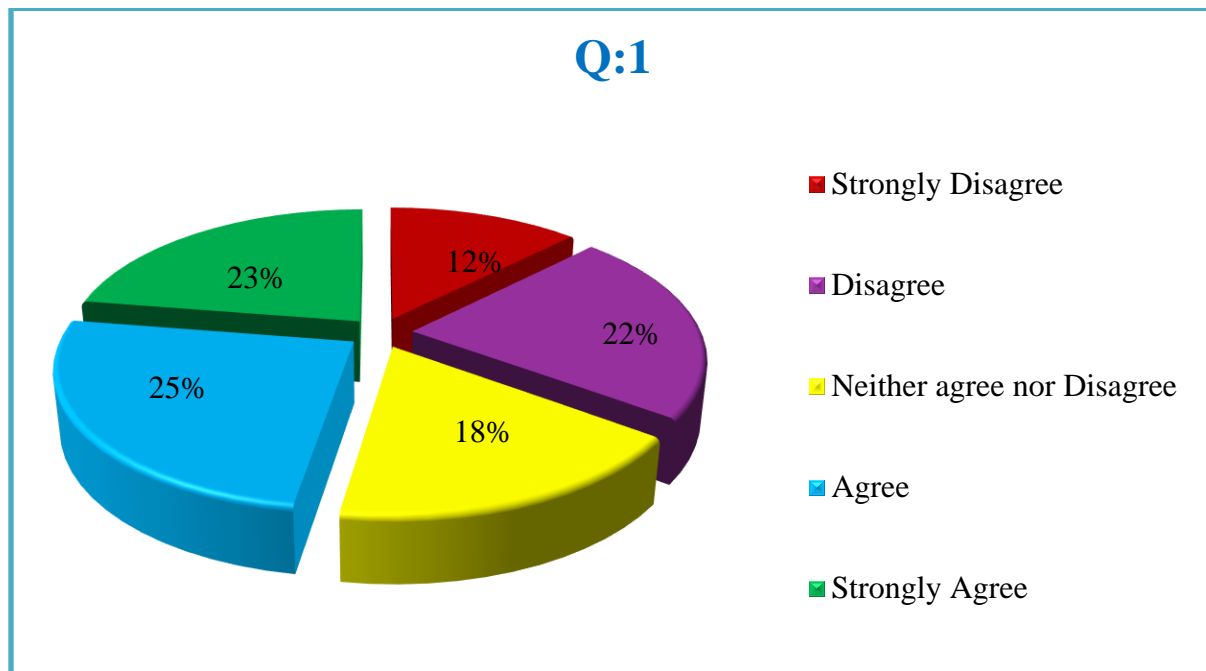


Figure 4: Question 1

Interpretation: ABC Ltd. strictly follows the employment law of Bangladesh in this analysis, 23% of respondents are strongly agreed, 25% are agreed, 18% respondents are neither agreed nor disagreed,

22% respondents are disagreed and 12% respondents are strongly disagreed. **Around 48% respondents** had identified that ABC Ltd. strictly follows the employment law of Bangladesh.

Question No: 02

ABC Ltd. maintains an effective relationship between the management and employees.

Opinion	No. of Respondents
Strongly Disagree	16
Disagree	13
Neither Disagree nor Agree	5
Agree	4
Strongly Agree	2

Table 6: Question 2

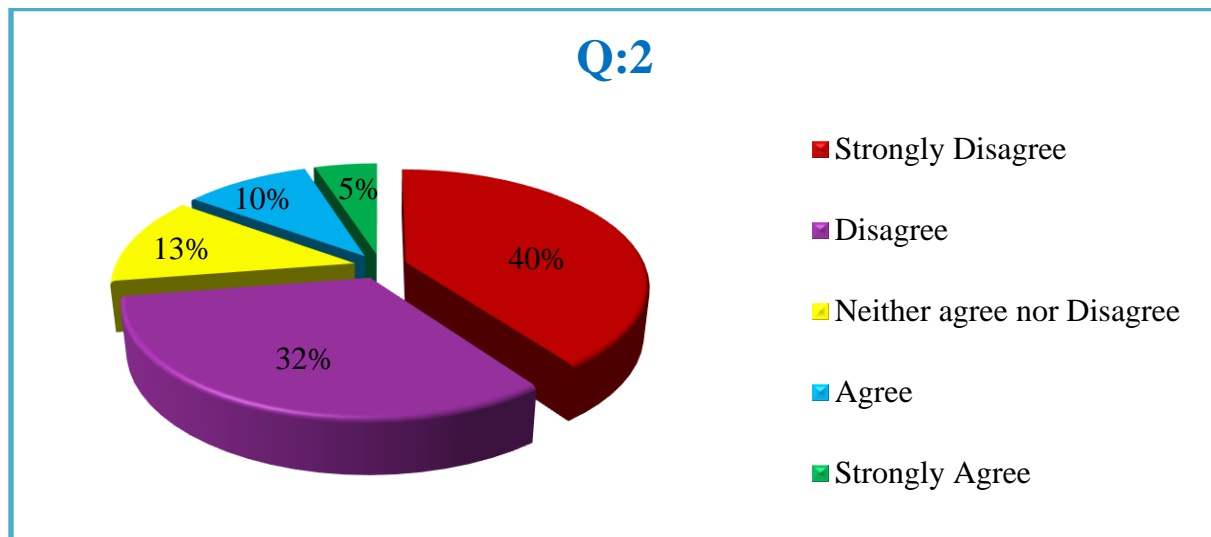


Figure 5: Question 2

Interpretation: ABC Ltd. maintains an effective relationship between the management and employees. In this analysis, 40% of respondents are strongly disagreed, 32% are disagreed, 13% respondents are

neither agreed nor disagreed, 10% respondents are agreed and 5% respondents are strongly agree. **Around 72% respondents** had identified that ABC Ltd. does not maintain an effective relationship between the management and employees.

Question No: 03

ABC Ltd. creates a working environment in which its employees can plan their own career development.

Opinion	No. of Respondents
Strongly Disagree	17
Disagree	14
Neither Disagree nor Agree	4
Agree	3
Strongly Agree	2

Table 7: Question 3

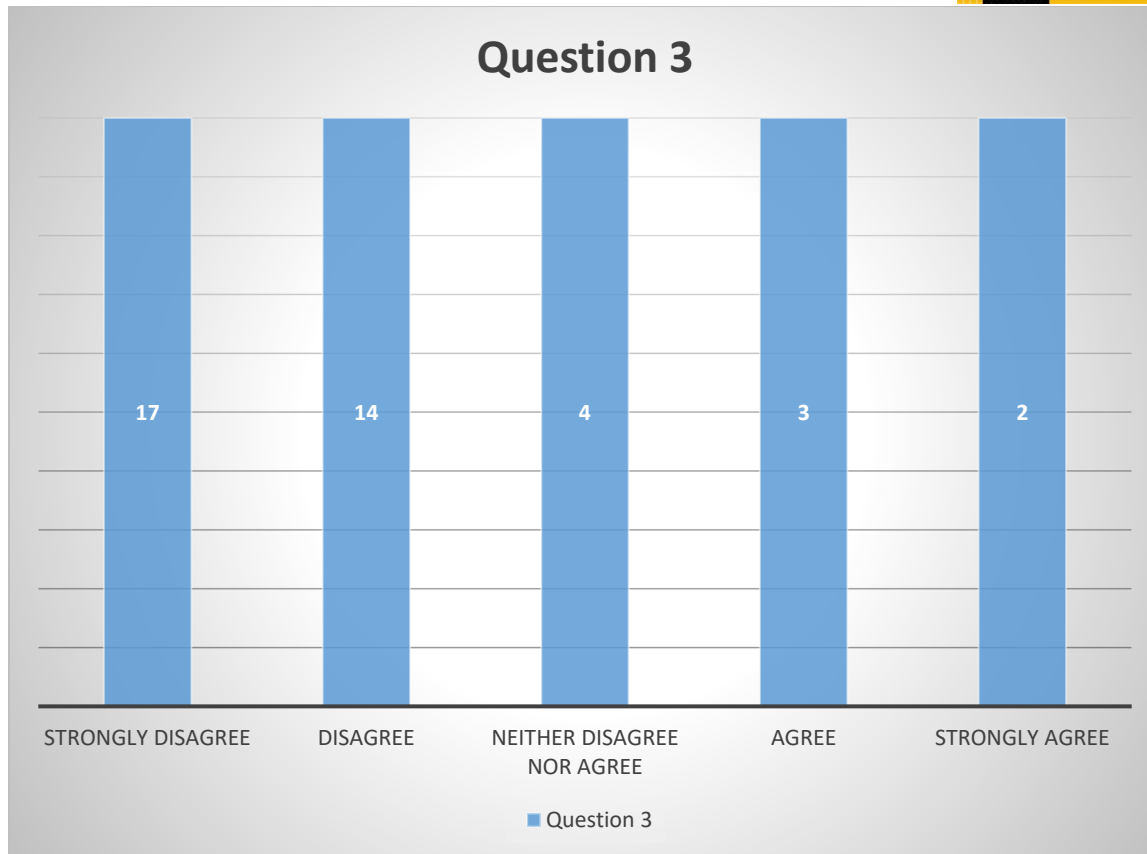


Figure 6: Question 3

Interpretation: ABC Ltd. creates a working environment in which its employees can plan their own career development. In this hypothesis, 42% of respondents are strongly disagreed, 35% are disagreed, 10% respondents are neither agreed nor disagreed, 8% respondents are agreed and 5% respondents are strongly agree. **Around 77% respondents** had identified that ABC Ltd. Does not create a working environment in which its employees can plan their own career development.

Question No: 04

ABC Ltd. provides education and training programs sufficient for its employee’s self-empowerment.

Opinion	No. of Respondents
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Strongly Disagree	2
Disagree	3
Neither Disagree nor Agree	6
Agree	13
Strongly Agree	16

Table 8: Question 4

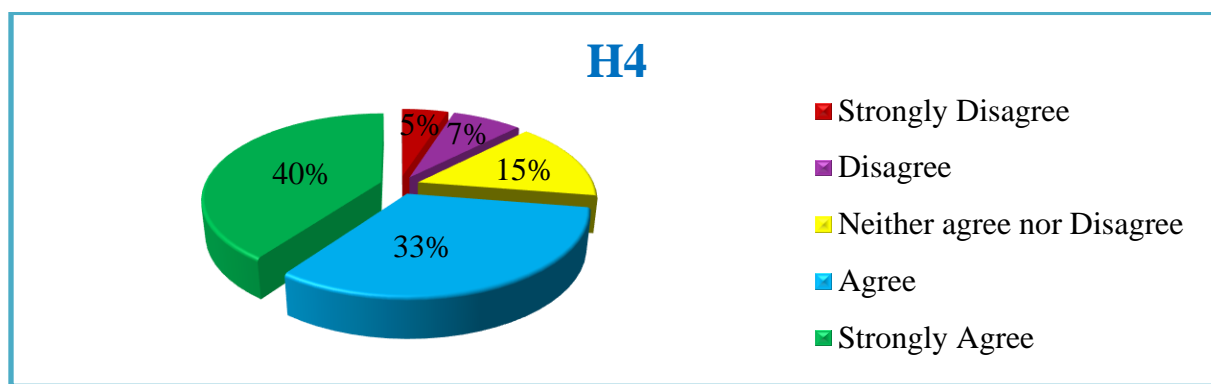


Figure 7: Question 4

Interpretation: ABC Ltd. provides education and training programs sufficient for its employee’s self-empowerment. In this analysis, 40% of respondents are strongly agreed, 33% are agreed, 15% respondents are neither agreed nor disagreed, 7% respondents are disagreed and 5% respondents are strongly disagree. **Around 73% respondents** had identified that ABC Ltd. provides education and training programs sufficient for its employee’s self-empowerment.

Question No: 05

ABC Ltd. existing Promotion policy & Reward system is sufficient for increasing employee’s job satisfaction.

Opinion	No. of Respondents
Strongly Disagree	3

Disagree	4
Neither Disagree nor Agree	6
Agree	12
Strongly Agree	15

Table 9: Question 5

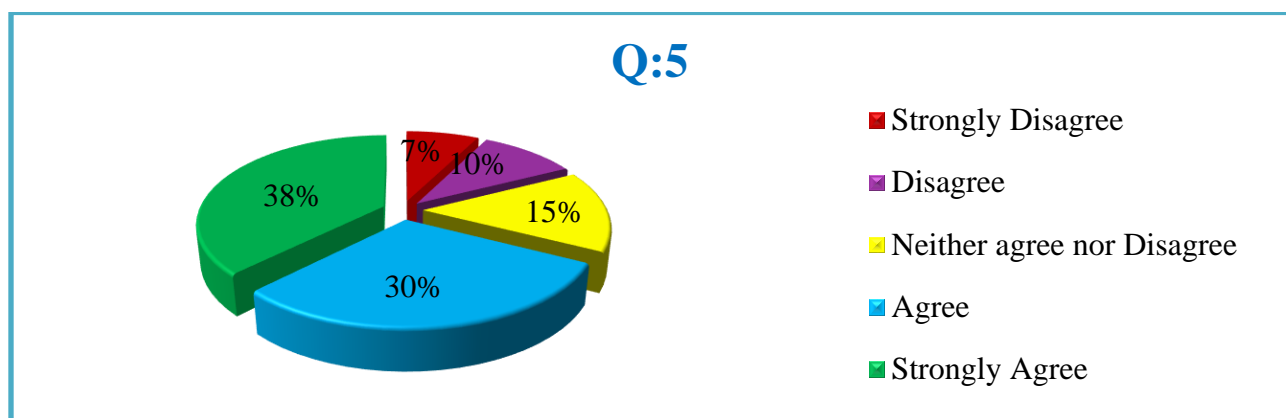


Figure 8: Question 5

Interpretation: ABC Ltd. existing Promotion policy & Reward system is sufficient for increasing employee’s job satisfaction. In this analysis, 38% of respondents are strongly agreed, 30% are agreed, 15% respondents are neither agreed nor disagreed, 10% respondents are disagreed and 7% respondents are strongly disagree. Around 68% respondents had identified that ABC Ltd. existing Promotion policy & Reward system is sufficient for increasing employee’s job satisfaction.

Question No: 06

ABC Ltd. Provides better facilities to the employees.

Opinion	No. of Respondents
Strongly Disagree	2
Disagree	4

Neither Disagree nor Agree	6
Agree	15
Strongly Agree	13

Table 10: Question 7

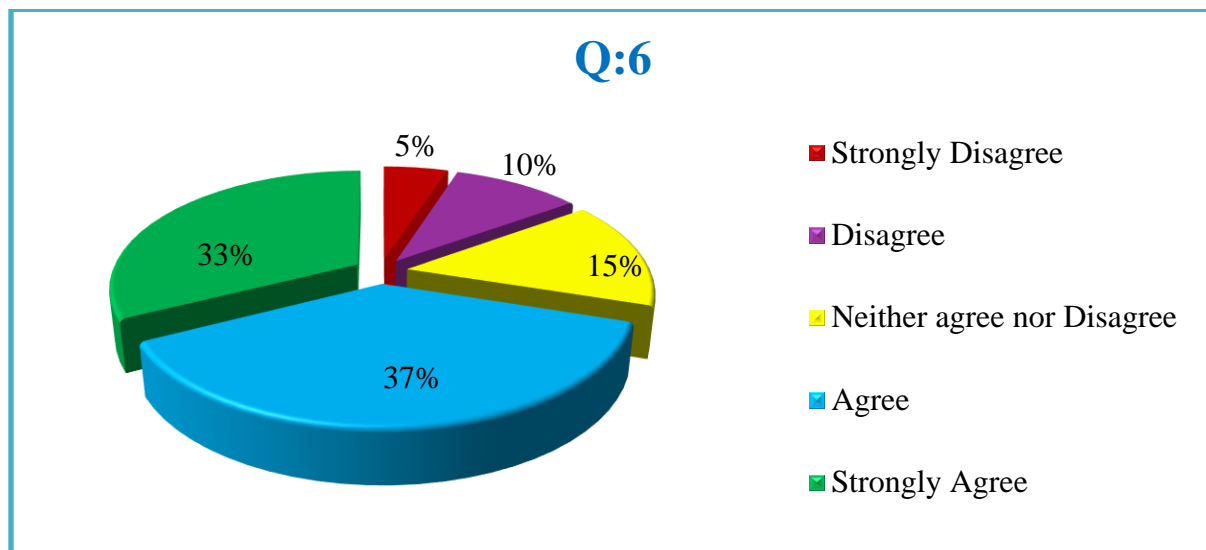


Figure 9: Question 6

Interpretation: ABC Ltd. provides better facilities to the employees in this analysis, 33% of respondents are strongly agreed, 37% are agreed, 15% respondents are neither agreed nor disagreed, 10% respondents are disagreed and 5% respondents are strongly disagree. **Around 70% respondents** had identified that ABC Ltd. Provides better facilities to the employees.

4.9 SWOT Analysis:



Figure 3: SWOT Analysis

Strength:

Strength is positive side or something where a company is good at being or doing. Strength can be skill, a competence, a valuable organizational resource or competitive capability or an achievement that gives a company a market advantage or competitive advantage. Here is some Strengths of ABC Ltd.

- Vertical Integration
- Experienced Top Management
- Design Studio
- International Experts
- Brand Image

Weakness:

A weakness is something a company lacks or does poorly or a condition that puts it at a disadvantage. Here is some Weaknesses of ABC Ltd.

- Huge working hour
- Shortage of workers

- Factory layout
- Centralize Decision Making

Opportunities:

An opportunity is a favorable condition in a company's external environment. It is something that a company may grab for its growth and profitability. Here is some Opportunities of ABC Ltd.

- Expend production facility
- Arranging training
- Penetrate on Local Market

Threats:

A threat is an unfavorable trend in the external environment. It is something that may cause suffering in growth or profitability of a company when it is exposed in the external environment. Here is some Threats of ABC Ltd.

- Technological Changes
- Heavy competition and overcrowded industry
- Employee Dissatisfaction

4.10 Findings:

- There is a preparation establishment and a human asset division of ABC Ltd. to run the exercises of HR.
- It utilizes pay, money related motivators, adaptable working hours, work sharing, advancements, giving obligations, self-governance and choice as a strategy for rousing representatives.
- It gives remuneration as per the administration pay scale.

- It has no any technique to decide compensations and wages.

4.12 References:

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Part 5

Conclusion

5.0 Recommendation:

- To improve the technique for taking the suitable decision of the organization.
- The upper level employees have to create the better relationship with the lower level employees because every employees have involved to the organization.
- The organization has to provide better environment to the employees.
- The organization has to change their strategy for their employees.

5.1 Conclusion:

Urban lodging has investigated Dhaka City during most recent two decades. In the midst of the various names of property designers, ABC Real Estates Limited stands apart with an edge of understanding of more than 43 years. On standard, ABC has faith in quality, not amount. Particular activity sponsored up by a solid establishment and sincere responsibility has in fact permitted ABC to constantly offer just the absolute best to its esteemed customer base.

Appendix

I am Dolon Rani Guha student of Daffodil International University, ID: 191-14-113, Major: HRM. Dear respondents, the purpose of this survey is to collect data for an internship report which is largely based on the quest to find out the evaluating of performance evaluation techniques of ABC Ltd. It would be a big help for me if you kindly take a moment and go through the questionnaire and answer them according to your own experience. All the information of yours will be kept as highly confidential.

Name:

Gender:

Age:

Designation:

Salary Range:

Please Fill-up the Questionnaire

Q1. ABC. strictly follows the employment law of Bangladesh.

Strongly Disagree

- ✓ Disagree
- ✓ Neither Disagree nor Agree
- ✓ Agree
- ✓ Strongly Agree

Q2. ABC Ltd. maintains an effective relationship between the management and employees.

- ✓ Strongly Disagree
- ✓ Disagree
- ✓ Neither Disagree nor Agree
- ✓ Agree
- ✓ Strongly Agree

Q3. ABC Ltd. creates a working environment in which its employees can plan their own career development.

- ✓ Strongly Disagree
- ✓ Disagree
- ✓ Neither Disagree nor Agree
- ✓ Agree
- ✓ Strongly Agree

Q4. ABC Ltd. Provides education and training programs sufficient for its employee's self-empowerment.

- ✓ Strongly Disagree
- ✓ Disagree
- ✓ Neither Disagree nor Agree
- ✓ Agree
- ✓ Strongly Agree

Q5. ABC Ltd. existing Promotion policy & Reward system is sufficient for increasing employee's job satisfaction.

- ✓ Strongly Disagree
- ✓ Disagree
- ✓ Neither Disagree nor Agree
- ✓ Agree
- ✓ Strongly Agree

Q6. ABC Ltd. Provides better facilities to the employees.

- ✓ Strongly Disagree
- ✓ Disagree
- ✓ Neither Disagree nor Agree
- ✓ Agree
- ✓ Strongly Agree

