



**University of Asia Pacific**

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**Term Report**

**Selection Process of Unilever Bangladesh Limited**

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## **1. Introduction**

The selection is an important stage for recruiting people. It has its prime importance as it is the key process for obtaining the best person-to-job fit that will contribute towards the effectiveness of the organization. Successful human resource department makes it possible for the organization to acquire the number and types of people necessary to ensure the continued operation of the organization by the recruitment and selection process. So it plays a significant role in the HR department and overall organizational management. We have selected our report topic on the selection process in Unilever Bangladesh Limited.

## **2. Objective of the Report**

This report enlightens various steps of the selection process followed by Unilever Bangladesh Limited to hire new employees.

## **3. Unilever Bangladesh Limited - Company Profile**

Unilever Bangladesh Limited is one of the largest multinational business firms in the world. Over the last four decades, Unilever Bangladesh has been constantly bringing new and world-class products for the Bangladeshi people to remove the daily drudgery of life. Over 90% of the country's households use one or more of Unilever products. It provides sixteen different brands and tries to mitigate all types of human demand by introducing new innovative products. Unilever Operations in Bangladesh provides employment to over 10,000 people directly and through its dedicated suppliers, distributors and service providers. 99.5% of UBL employees are locals and they have an equal number of Bangladeshis working abroad in other Unilever companies as expatriates. Unilever creates an environment where people with energy, creativity and commitment work together to fulfill ambitious goals.

## **4. Selection Methods of Unilever Bangladesh Limited**

Selection is the process of selecting the best candidates for the job by using various tools and techniques. In our country, the selection process works simultaneously. There are several steps in the selection process of Unilever Bangladeshi Limited. These are as follows:

### **4.1 Reception of Applications**

After accomplishing the recruitment process, Unilever goes to the selection process where they start the process with the reception of applications filled up through the internet online form. After scrutinizing the data, they select applications for the written test.

## 4.2 Employment Test

This written test measures the candidates

1. Analytical ability
2. Computation ability
3. Verbal skill
4. Written skill
5. General knowledge

More above 65% marks ensure applicants pass.

## 4.3 Assessing Candidates Through Interview:

Mainly three steps are followed in the selection interview procedure. Those are given below:

**First phase:** In the first stage the candidates are invited for a viva with sales and training manager, Dhaka in his Gulshan office. A human resource manager also exists there. In this viva the candidate's situation handling ability is measured.

**Second phase:** It is the viva with the general sales and operation manager (GOSM), and trade marketing manager. In this stage individual skill is measured. The question tries to measure out the fitness of the candidate for the post.

**Third phase:** In this stage the applicant faces the HRD customer development team (CDT) this phase measures the applicability of the applicants' potential for the jobs. In this stage why the applicant prefers Unilever and why it would like to join the expected team.

## 4.4 Physical Ability Test

The physical test is administered by Apollo Hospital Dhaka to measure the HIV, Hepatitis B, C or such many diseases in its applicant's health and fitness for job effort.

## 4.5 Work Samples

For some technical jobs Unilever follows the work sample test on particular employees like the one of Finance and IT.

## **4.6 Hiring Decision**

Finally, every step of success ensures an applicant joins the Unilever family.

## **5. Discussions**

From our study of the selection process of Unilever, we have the recommendations:

- Selection process should be fair. It should not be influenced by personal prejudice.
- Selection process must be based on knowledge and skill. There should not be given any priority to the educational institution.
- General knowledge test can be replaced by a case study or group discussion test.

## **6. Conclusion**

Our report has attempted to point out the selection process in Unilever Bangladesh. Unilever creates an environment where people with energy, creativity and commitment work together to fulfill ambitious goals. In addition, they all work to the highest standards of professional excellence and integrity. We have some recommendations for further improvement of the process. Overall, the study was beneficial for us to gain some important insights of the selection process of Bangladesh.

## **7. References**

[1] Unilever Consumer Care Limited website.

Link: <https://www.unilever.com/UCL-bd.html>

[2] Recruitment and Selection Process in Unilever Bangladesh LTD

Link:

<https://www.assignmentpoint.com/business/recruitment-and-selection-process-in-unilever-bangladesh-ltd.html>

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