



A PROJECT REPORT ON
EMPLOYEE SATISFACTION AT

ALOKOZAY NON-ALCOHOLIC BEVREGE COMPANY- AFGHANISTAN

Done

By

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ROLL NO.2063

CLASS: MBA part 2

**A project report submitted in the partial fulfilment of the
requirement for the second year MBA**

At

GOA BUISNESS SCHOOL

GOA UNIVERSITY

Dona Paula- Taliegao- Goa

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DECLARATION

I Rafiullah Hemat, student of Goa business school pursuing MBA degree second year, hereby declare that the present project report on Alokzay Non-Alcoholic beverage limited is submitted in the partial fulfillment of requirement of MBA project.

Goa business school (Goa University) and is a bonafide record of work done by me under the supervision & guidance of **Mrs. Teja Khandolkar**, assistant professor of management studies.

I further state that no part of the project has been submitted for a degree or a diploma or any other similar title of this or any other university.

ACKNOWLEDGEMENT

First of all I am thankful to God. I extend gratitude to my internship company Alokozay Company for providing facilities at the company.

It gives me an extremely large of pleasure to thank my guide **Mrs. Teja Khandolkar** for constant support, inspiration & timely help and HR Officer of the Alokozay non-alcoholic beverage company **Mr. Khalilullah Hamid** who helped and cooperate with me a lot to complete my internship in a better way and by getting more experience which, can help in knowing company process and activities. Without his guidance and cooperation it would have not been possible to complete this project.

I would also like to express my appreciation to **Mrs. Teja Khandolkar** assistant professor of management studies who helped me a lot to understand the main job of HR department in the company. I am also grateful to Alokozay non-alcoholic beverage company and all its staff members who gratefully entertained and answered my questions & also who answered the survey to help me to make observations in the company.

I cannot fail to mention my other faculty members who have guided me to carry out my project in a better way & also my respected teachers who also guided me to carry on with my project

Executive Summary:

My learning experience with Alokozay non-alcoholic Beverages Company begins with my joining on 7th January 2022 till 7th May 2022.

I did an sixteen weeks that is 4 months summer internship project finishing for our last MBA academic year, the objective was to understand the real functioning of organization in general, to know how parts figure in an organization, but this year's project given to us was quiet different.

The main objective of this project was to study the various functions that happen at the human resource department in the organization, and also the HR manager give the privilege to me to work in the department and interact all those employees who deal with this department.

This report contains all the information about my learning experience with Alokozay non-alcoholic Beverage Company, during eight weeks of my summer internship.

Alokozay non-alcoholic Beverages Company is a leading manufacturing company at Kabul state which produces non-alcoholic beverages to the people, Afghanistan's largest and newest manufacturing company at Kabul state.

In addition this company has 350 employees around the company to prepare and produce different Kinds of production like Alokozay Cola, Alokozay Cola Light,

Alokozay WOW, Alokozay Breeze, Alokozay Magic, Alokozay Energy Drink, Alokozay Energy Sugar Free

CERTIFICATE:



Date: 07/May2022

Number. 349

INTERNSHIP LETTER

TO WHOEVER IT MAY CONCERN

This letter is issued upon the request of the Intern Mr. **Rafiullah Hemat**, to certify his internship at the Alokozay Group of Companies. He was intern in Human Resource Department from 7th of January till 7th of May 2022.

During his time at AGC, We found him a hardworking, dedicated and bright individual; we wish him all the very best in his future endeavors.

If you have any questions regarding the information provided above, please do not hesitate to contact us at (hr@agc.af / khalilullahhamid@gmail.com or at (+93- 0202105621).

This letter of verification is issued on his request to verify his internship with AGC.

Respectfully,

A blue ink signature and a circular blue stamp. The stamp contains the letters 'AGC' in a large, stylized font, with 'Alokozay Group of Companies' written in a smaller font around the bottom edge of the circle. The signature is written over the stamp.

INTRODUCTION OF THE COMPANY:

COMPANY PROFILE:

NAME: Alokozay beverages

Established: 2013

Owner: Abdul Rahman Alokozay

Business type: Private

Street address: Bagram airport road Kabul Afghanistan.

Province: Kabul- Afghanistan.

Headquarters: Dubai

The Alokozay Group of Companies (AGC) is a leading International standardization organization (ISO) certified multinational Fast moving consumer goods companies (FMCG) company, and has a proud history of 100 years of business.

Alokozay is the authorized bottlers of the Company in Afghanistan. The Alokozay cola company was established in 2013 with millions of US Dollars invested by (AGC). Commercial production started in May 2015 and the company was formally inaugurated on October 12, 2015.

Alokozay Beverage Company deals with various businesses like; producing a diversified range of FMCG products including tea and coffee, soft drinks, evaporated milk, biscuits and potato chips, detergents, baby care products and a wide range of other personal care products.

Alokozay Cola Production Company in Kabul, Afghanistan is the bottling and distribution plant for the entire range of Carbonated Soft Drinks, Energy Drink, Ice Tea, Non-alcoholic Beer, Juices, and Natural Juices & Water.

Alokozay products range:

Beverages (Soft drinks Or carbonated drinks)

- Alokozay Cola (liquid drink)
- Alokozay Cola Light Drink
- Alokozay WOW Drink
- Alokozay Breeze Drink
- Alokozay Magic Drink
- Alokozay Energy Drink
- Alokozay Energy Sugar Free Drink

Vision of the Company:

“Our vision is to be the leader in all our businesses, we as a legal business would prefer to increase the standard of living of Afghanistan’s people”.

Mission of the Company:

ACG has a strong and meaningful mission. We strive to become one of the world’s leading brands through:

- Providing a quality product at an affordable price.
- Providing real consumer choice and variety.
- Assisting our customers to make healthy choices.

And we are dedicated to simultaneously making a real and positive change to society by:

- Establishing our production facilities in countries in need of economic stimulation.
- Providing new and significant employment opportunities throughout all of the countries in which we operate.

- Providing all of our employees with a positive, balanced and challenging work environment.

Objectives of the Company:

1. To reduce customer complaints.
2. To satisfy customers at a high level.
3. To increase production.
4. To continue production in a better way to compete in a better way with local and international competitors.
5. To increase the customer base.
6. To enhance or boost the knowledge base of employees through training.
7. Profit maximization

VRIO ANALYSIS:

Resources/ capabilities	Valuable	Rare	Imitable	Organization	Competitive advantage
Culture & leadership	Yes	Yes	Yes	Yes	Sustained competitive advantage
Store operations	Yes	Yes	No	Yes	Temporary competitive advantage
Sales & marketing	Yes	Yes	No	Yes	Temporary competitive advantage
Service	Yes	No	No	Yes	Competitive parity

SWOT Analysis:

Strengths

1. They have low prices compared to their competitors in Afghanistan.
2. Brand image, the company is within Afghanistan and the employees which work there are almost from Afghanistan so people belief and trusted to improve their own product of best quality rather to go for foreign products.
3. Impressive of current equipment. This strength belongs to having the talented and high skilled employees which could use the current equipment correctly.
4. High consumer satisfaction which is the biggest strength of the company.
5. They offer standard products to the market as compared to local products.
6. They are the largest beverage producer in Afghanistan.
7. They are the largest sellers of beverages in Afghanistan.
8. They are the biggest shareholders in the market.
9. Using up-to-date technology for production.
10. Available in almost all over in Afghanistan.
11. Producing good quality goods.

Weaknesses

1. Raw material like plastic, & iron tin is not available in the country and the company imports such kinds of materials from Indonesia, Malaysia, Iran, Pakistan, China & Russia which comes very costly and has made the process of producing very complex. The reason that why this is a weakness because they don't have the ability to produce these things by itself.
2. Having no recruitment and training procedure for the new employees.

3. Lack of retirement schemes.
4. No proper distribution in all provinces of Afghanistan.

Opportunities

Expansion; the company has their agencies in different provinces but still existing markets are not fully tapped and the company can increase their presence by making their organization stronger, the company is producing less than its capacity its machinery, in chance if they import raw material in time they will expand to every town and village.

They have the opportunity to produce Energy drinks.

Threats

1. Lack of security in the country.
2. Competition; the company faces immense competition from the outside, as it's the only one beverage company in Afghanistan which has more customers.

PORTER FIVE FORCES ANALYSIS:

Bargaining power of Suppliers

The bargaining power of suppliers is low because there are more suppliers in market and the switching cost from one supplier to another supplier is low so they can easily change their suppliers.

Bargaining power of Buyers

The bargaining power of buyers is high they are bargaining so much and when they buying large volume they bargain a lot & also substitute product (local) is available.

Treats of New Entrants

There is no treats of new entrants because the new entrants doesn't have experience in this business and they must have good brand name and acquaintance with both customers and suppliers.

Proprietary and technology requirement which is impossible to get everyone.

Absence of safe security in the country so no one is ready to take such big risk of spending too much money or doesn't want to invest in huge amount.

Treats of Substitutes

No treats of substitutes. There is nothing other to stop consumer from purchasing the substitute instead of the industry product. Yes there are other beverages companies and brands but Alokozay is one of the best brands and safe to drink beverages amongst all and has high consumer rate.

There could be other local brands which can be substitutes for Alokozay beverages but it is negligible.

Competitive Rivalry among Existing Players

Competitive Rivalry among Existing Players is high because they all have similarity Products, same sizes, same strategies and all the industries have publicity.

Consumer switching cost is low, high exit barriers.

PESTLE ANALYSIS:

POLITICAL:

The system of the Islamic Republic includes three branches: the executive, the legislature, and the judiciary

- Active presence of the government's armed opposition in provinces outside the government's control (Taliban, ISIS, and opposition parties)
- The transfer of power in an unstable manner through post-election agreements that have led to the division of power among the tribes.

Political factors can directly affect the business conditions of a company. If a country's political status is not stable, the company may suffer loss despite investing a good amount of money and time. Hence, political scenarios can be influential to the growth of a company.

Here a few political conditions which can affect the business of Alokozay Beverage Company:

- If there are changes in taxation, labour laws, employment conditions, these situations can affect the sales of Alokozay beverages.
- There are also conditions where the government favours the business of a company and subsidizes them. It can be common for the local brands or the partially owned government brands. In this case, Alokozay may have to face tough competitions.

ECONOMIC FACTORS:

Commodity prices

Commodity prices distress the raw material cost, Alokozay Company is opened to market risk due to the commodities prices, because in competitive environment where Alokozay is operating, would limited its capability from improving costs during higher pricing.

Interest rate

Alokozay Beverages Company could control their general financing in term of harmonizing risks and investment opportunities. To minimize overall borrowing costs firms in beverage industry are using currency swaps and interest rate to significantly adapt the rates in order to minimize the borrowing cost.

SOCIO-CULTURAL FACTORS:

Now-a-days consumers are not brand loyal as they were previously, now they can easily switch to another product. Consumer choice for beverages and soft drinks is affected by two major characteristics such as ethnicity and age. Due to health reason, age factor plays very important role when choosing a soft drink or beverage. Some studies have been conducted and found that soft drinks products in general may result health problems specially, kidney stones. In compare to adults, younger consumers specially teens and twenties have fewer interest spans for products and have a preference of products that seems different and to be fun. But Alokozay has overcome this fear of consumer choices which can affect their profit market and has produced many schemes & other offers & has successfully accomplished to meet consumer needs to produce good quality products which might has less effects on health.

TECHNOLOGICAL FACTORS:

Advancement in technology also helps to introduce new product lines for example new flavours, sugar-free or diet sweeteners, caffeine free goods facilitates. Alokzay Beverage Company to launch brands that meet changing customer style, preferences and taste. In beverage industry distribution process is a big challenge because process can be able to place the right products at right time. In soft drink industry technology can provide a competitive advantage, if it is applied in area such as logistic products into stores less extravagantly and costs beyond the distribution pipeline while increasing sales information availability.

LEGAL FACTORS:

Food and Drug Administration (FDA) Regulation

All the food products manufacturers and producers are under the control of FDA. For instance, the food and drug administration certifies and tests new ingredients such as high concentration sweeteners prior to they are permitted to be used in beverages and soft drink production.

Human Rights Issue

Multinational corporations are facing different human rights issues, rules, regulations, laws and policies of different governments in operating countries.

Waste management and public concerns

Increasing environmental consciousness is most important to growing legislation. The firm's operation is exaggerated by federal legislative applications that concentrate on the four objectives.

- Decrease the quantity of packaging material inflowing the nation's solid waste management system
- Diminish the consumption of natural scarce resources
- Increase the reuse and recycling packaging materials

To shelter the natural environment and human health from undesirable effects related with the dumping of packaging materials. For instance, Connecticut has now passed a law that controls packaging to enlarge its recyclability.

ENVIRONMENTAL:

In many ways, an organization is like a human being and function within an environment. The success of a business depends on the way it responds to its environment. An organization must identify various aspects of its environment, respect it, and adapt to it. Hence, for a business to prosper, it is important for the organization to conduct an environmental impact assessment and respond to it optimally.

A business depends on its environment for acquiring inputs and disposing of outputs for the benefit of itself and the environment. This is a continuous process and requires constant interaction with the external environment.

With waste management at hand, Alokozay company have urged to lead recycling movement to reduce solid wastes brought by the plastic bottles and aluminum cans which have been characterized to have longer period of degradation.

Major efforts has been put to reduce use of plastic and non-biodegradable substances and to make full 100% use of recyclable items like recyclable plastic bottle, cans etc.

HUMAN RESOURCE DEPARTMENT

Alokozay Cola Soft Drink Company Human Resources Department basely has the role of development of the organization. This Department (HR) helps to recruit, select, train and develops members for the organization. Also Human Resource (HR) Department knows the salary of each individual that they work in the Alokozay Cola Soft Drinks Company.

Human Resource Department (HR) is concerned with the people that they are in their organization. The Human Resource Policies are applicable to all personnel of Alokozay Cola Soft Drink Company.

Objective of Human resource:

- To achieve an effective utilization of human resources.
- To establish and maintain an adequate organizational structure and a desirable working relationship among all the members of the Alokozay Cola Company.
- Better cooperation between employees.
- Achieving organizational goals of Alokozay Cola Company.
- Keeping relationship between employees.
- **Human Resource Department functions and responsibilities:**
- The main responsibilities of Human Resource Management are:
- Checking and also keeping the personnel files

- Planning and Organizing
- Keeping all confidential files and records
- Keeping personnel information and documents
- Ensure that all those candidates who are applying for any vacant position should complete the employment form of the Alokozay Cola Company
- Making short list
- Finalizing the CV's
- Calling those candidates that short listed
- Conducting interview
- Trainee probation and conformation
- Preparing employment
- Checking staff attendance record

Working hours:

Alokozay Cola Company has three shifts first shift if from 8:00 am to 4:00 pm second shift from 4:00 pm to 12:00 am and third shift from 12:00 am to 8:00 am.

- The employees of three shifts are changing accordingly.

Salary payment:

Who are working hard such as managers, engineers and etc. they will receive from 15000 Afghani to 35000 Afghani per month and others from 6000 to 9000 Afghani per month. And also some of the employees receive their salaries according to their jobs.

Over time:

Those which they work more than one shift will receive extra amount.

PROJECT QUESTION:

Alokozay Cola Soft Drink Company Human Resources Department basely has the role of development of the organization. This Department (HR) helps to recruit, select, train and develops members for the organization. Also Human Resource (HR) Department knows the salary of each individual that they work in the Alokozay Cola Soft Drinks Company.

Human Resource Department (HR) is concerned with the people that they are in their organization. The Human Resource Policies are applicable to all personnel of Alokozay Cola Soft Drink Company.

To establish and maintain an adequate organizational structure and a desirable working relationship among all the members of the Alokozay Cola Company, for better cooperation between employees, for achieving organizational goals of Alokozay Cola Company & for keeping relationship between employees there is a need to see the employee satisfaction in an organization for the betterment of the company.

To apply theoretical knowledge in practice that I acquired through the MBA program specialization in human resource management in Goa University (Goa business school), I decided to do plan for development & change in the organization, so I have chosen the project question as, **How I can measure the employee satisfaction and make a survey on the employee satisfaction in the Alokozay company so that how can I consider and measure the different aspects of employee satisfaction, team work & other managerial things in the company and how to plan to recommend or suggest the developmental strategies to the company & to make changes within the company in terms of employee satisfaction.**

PROJECT OBJECTIVE:

The aim of this internship project is that to acquire precious practical knowledge based on the theoretical knowledge that I have gained from MBA program at Goa-Business school, Goa University. This is the cause that helped me to develop my understanding about the full-fledged company and got cleared about the concepts of human resource management and how does it works in an company, since my specialization of MBA is HR so this internship will help me to gain insights of the abilities an HR should have and how to hold the responsibilities in the organization.

The project objectives are as below:

The objective is to know the real functioning of the human resource department involved in the organization, the interlink of the different issues in the organization, thoroughly with the policies and procedures reflected in the employee manual and act accordingly the objective at HR department.

- To identify how much the employee are realistic to their worker and organization.
- To know human resource processes which were learned in the MBA program in real-life situations.
- To review the practical implementation of the theoretical knowledge which was acquired during MBA course in human resource.
- To know and control whether the employees work properly in team or not.
- To recognize how many employees are satisfied and happy from their high authority and work area.
- To find out and talk to the high management and low management workers, what is requiring for company improvement.
- To evaluate how human resource factors affect to satisfaction level of employees in Alokozay Company.
- To determine the various facilities provided by the company.
- To determine the opinion of employees towards the working life.

SCOPE OF THE REPORT:

Regarding the guidelines that were provided by the Goa business school, Goa University to prepare and write a report, the second interim report that includes topics like, project Methodology, project objective, project design etc.; the scope of this report is limited to the organizational development process & employee satisfaction at Alokozay non-alcoholic beverages company.

LIMITATION OF THE REPORT SAMPLE:

1. Due to the busy work schedule of the employee chances are there that responses to the questionnaire may be with lack of full concentration.
2. Insufficient time lead to inadequate focus in all sections.
3. The study is limited to Alokozay non-alcoholic beverages company only.
4. The data is collected from 30 employees only.
5. The study is limited to the particular department only.
6. The findings and observation made in the study purely based on the respondents answers which may be biased.

PROJECT METHODOLOGY:

As a student that was introducing for internship in Alokozay non- alcoholic beverages in Afghanistan, I was practically involving to do and leading organizational development and to see employee satisfaction in the company.

In terms of methodology, the content of report is arranged in a systematic way that has been employed in Alokozay Beverages Company based on the flow of finished product from its primary stages of product order, product designing, manufacturing, in plant inspecting, packing and dispatching to the concerned customer or client. I played a role to see all the departments especially worked under Human resource and played the role to set objectives:

Setting objective: For this project or internship report its objective was settled for making a research on employee satisfaction.

SOURCES OF INFORMATION:

The sources of data collected will be of primary and secondary.

Primary source of information:

Primary data is acquired through personnel discussion with concerned officials to know certain facts, and by personally having session (online mode via google meet) and observing the process, and also handling the job as a trainee.

Secondary source of information:

The secondary data has been bunched up from the company's internal records, official website of the company and other trade agencies website & satisfaction survey scale.

KIND OF RESEARCH: The research done by EXPLORATORY RESEARCH, This kind of research has the primary objective of development of insights into the problem. It studies the main area where the problem lies and also tries to evaluate some appropriate courses of action.

Sample: 30 employees

The sampling type was a probability sampling based on systematic random sampling.

Items on scale: 14 items

Data collection:

The primary data for the study was collected with the help of the research questionnaire designed. The necessary data was collected by means of questionnaires (Satisfaction survey scale) given to the employees on "Satisfaction of employees within the organization". Also for this project the data gathering happened through feedback from employees and also used sources like interviews.

Analysis of the data which was collected:

When the data gathered through primary and secondary sources, these were analysed based on the enough information which was collected, and then the project was studied. The satisfaction questionnaire was scored with the help of scoring manual which was attached to the test scale and the scores were interpreted with the help of pie chart.

REVIEW OF LITERATURE:

Review of Literature provides a deep insight on the concerned broad area of study. Review of Literature is the first step in any organized research work. Researcher gets to know the quantum and direction of work done till date in his/her area of research interest. It also helps a researcher in appreciating different conclusions and outcomes of the research conducted. And finally researcher can make an informed decision with regard to the research methodology which will suit to his/her research work, based on review of literature. The researchers are taking reference from any related book, article, related research paper, theses, organizational report and various literatures available on the websites and internet.

- Study of job satisfaction of industrial workers and their determinants of job satisfaction A significant amount of research has been carried out by researchers on the dimension of Determinants of Job Satisfaction. In their study on Determinants of job satisfaction among Industrial workforce, Sharma, B. R. (1980), Professor of Human Relations in Industry at, The Xavier Labour Relations Institute, Jamshedpur, has focused on to inspect some vital factors which are considerably associated with job contentment. He has used 18-point scale developed by Bayfield and Rothe for measuring job contentment. He has selected sample from various eight well known industries organization for the study. His findings after his research are that every autonomous factor is absolutely linked not only to job contentment but also to all one other independent factors. While profits and work-related ambitions are not completely related to job contentment recruitment policy of the organization appreciably affected it.
- Gardon (1955) in his research on the Job satisfaction of the workers of industrial concern and human needs industries found that if person's individual needs are satisfied then their job satisfaction increases; thereby reflecting a positive relation with the job satisfaction.

- Sinha and Singh (1961) studied the relationship between job satisfaction and absenteeism. A random sample was selected from various departments of Tisco, Jamshedpur. The sample consisted of high and low absentee workers. Respondents consisted of 50 each from both the categories. Job satisfaction questionnaire consisted of items of four components of job satisfaction namely nature of work, wages and security, supervisors and supervision and company's overall personnel policy. It was found that low absentees were significantly more satisfied with their job than high absentees.
- Prasad (1964) studied the personality and the relative elements of Job satisfaction namely age and experience. In his study he concluded that the age of professionals had no effect on job satisfaction, while job satisfaction increase with the frequencies of experience thereby showing significant relation with the Job satisfaction.
- Rajgopal (1965) in his study explored the relationship between satisfaction and productivity of textile mills workers belonging to high and low productive mills. Six mills, three high and three low (Productivity was indexed in terms of operative hours per unit of Production for the past three years) were chosen for the study. 75 workers each from high Productive and low Productive mills were chosen for the study. They were asked to indicate their degree of satisfaction/dissatisfaction on a 5-point scale ranging from extreme satisfaction to extreme dissatisfaction on thirty items representing seven aspect of work (i.e., salary, job, management, working condition, welfare facilities, co-workers, and union management relations). The results highlighted that high productive mill workers were significantly more satisfied with five of the seven aspect excluding job and co-workers.
- Lodahl & Kejner (1965) found in a study that Job satisfaction is affected by meaningfulness of work and adequacy of supervision.
- Rain et al., (1991) stated that job satisfaction has a correlation with life satisfaction. People who are satisfied with life will tend to be satisfied with the job and vice versa
- Cardona (1996) in a survey of members of the Association for Investment Management and Research found that 81% of the managers were satisfied or very satisfied with their job. Most managers named professional achievement, personal or professional growth, the work itself and their degree of responsibility more important than compensation as the factors that create positive feelings about their job. Factors like company policies, administration, relationships with supervisors, compensation

and the negative impact of work on their personal lives were viewed as those which create negative feelings about the job.

PROJECT DESIGN:

In a way the project is designed that involves steps of organization development and a planned change program in an organization & satisfaction of employees so these are mentioned as below:

Organizational development:

Making the capacity of an organization and build the organization that it can acquire efficiency & effectiveness in organization development and it can be done through the process of developing, reinforce strategy, processes, structure & improving.

The OD interventions are involving with the change & involving with improvement in the process & system of the organization these are like performance management, diversity, employee's health, talent management etc. these are the functions of HR and also such kind of interventions do by the Human resource department. Also employee satisfaction is a part of HRM, to regularly check upon the structure of employee's work, environment of them, performance etc.

Employee Satisfaction:

Employee satisfaction is a term that is used to describe if employees are happy and fulfilling their desires and needs at work. The crucial factor with employee satisfaction is that satisfied employees must do the job and make the contributions that the employer needs.

Employee satisfaction is a wider term that is used by the Human Capital industry to describe how satisfied or content employees are with elements like their jobs, their employee experience, and the organizations they work for. Employee satisfaction is one key metric that can help determine the overall pulse of an organization, which is why many organizations employ regular surveys to measure employee satisfaction and track satisfaction trends over time. A high satisfaction level shows that employees are happy with how their employer treats them

Often, the term employee satisfaction is used interchangeably with employee engagement; however, while engagement is one-factor influencing overall satisfaction (and it may be said the reverse is also somewhat true), the two are not the same.

Satisfaction, which is important for retention, is not necessarily a predictor of performance, while engagement which indicates an employee's passion for their work, among other things is directly tied to output. Ideally, satisfaction occurs as a result of both factors like compensation and benefits as well as less-tangible elements like engagement, recognition, and strong leadership.

If an organization fails to address both the sides of the equation, they might find they have a complacent team made up of materially satisfied employees who are content to do only what is necessary to remain employed, or a staff of highly engaged employees who are performing well while they look for new opportunities at companies more willing or able to fill their material needs.

The main thing about employee satisfaction is how company can satisfy their employees in an organization. So to design a proper action plan for the company is required. Such as

1. Be Realistic with Your Expectations

2. Recognize Good Work

3. Focus on the Long Term

4. Communicate More

5. Care about Employee Well-being

6. Offer Opportunities for Learning

7. Give Frequent Feedback

8. Don't Focus Too Much On Perks

9. *Empower Employees*

Factor affecting employee satisfaction:

Working Environment

It is essential to provide employees with a work environment that is conducive to their overall development.

They need an environment which is healthy and safe and which caters to both personal comforts and facilitates doing a good job. If the working conditions are good (clean, attractive surroundings), the personnel will find it easier to carry out their jobs.

On the other hand, if the working conditions are poor (hot, noisy surroundings), personnel will find it more difficult to get things done. Hence, it can be said that having a friendly, and supportive environment can lead to increased job satisfaction.

Fair Policies and Practice

Individuals who perceive that promotion decisions are made in a fair and just manner are likely to experience satisfaction from their jobs. Very often employees are demotivated and dissatisfied with their jobs because unfair policies and practices prevail at their place of work. It is therefore of utmost importance for an organization to have a fair and equal system regarding practices and policies so that there is no discrimination and frustration.

Caring Organization

Care can be shown in various ways, but it takes into consideration career development, adult treatment, being taken seriously and being appreciated for a job well done. When people feel that the organization; for which they are working, cares for them and takes actions to improve their work and lives, they are happy, and this creates higher satisfaction.

Pay

Wages and salaries are recognized to be a significant but cognitively complex and multidimensional factor in job satisfaction. Money not only helps people attain their basic needs but is also instrumental in providing upper-level need satisfaction. Employees often see pay as a reflection of how management views their contribution to the organization. Fringe benefits are also significant, but they are not as influential.

Promotion

Promotional opportunities seem to have a varying effect on job satisfaction. This is because promotions take some different forms and have a variety of accompanying rewards. In recent years, the flattening of organizations and accompanying empowerment strategies, promotion

in the traditional sense of climbing the hierarchical corporate ladder of success is no longer available as it once was.

Outcomes of employee satisfaction:

To society as a whole as well as from an individual employee's standpoint, job satisfaction in and of itself is a desirable outcome. It is important to know, if at all satisfaction related to outcomes variable. For example, if job satisfaction is high, will the employee perform better and the organisation be more effective? If job satisfaction is low, will there be performance problems and ineffectiveness? The following sections examine the most important of these.

Satisfaction and performance:

Most assume a positive relationship, the research to date indicates that there is no strong linkage between satisfaction & performance. Conceptual, methodological & empirical analyses have questioned and argued against their results.

The best conclusion about satisfaction & performance is that there is definitely a relationship. The relationship may even be more complex than others in organization behaviour. For example, there seem to be many possible moderating variables, the most important of which is reward. If people receive reward they feel are equitable, they will be satisfied & is likely to result in greater performance effort.

Satisfaction & turnover:

Unlike that between satisfaction & performance research has uncovered a moderately negative relationship between satisfaction & turnover. High job satisfaction will not in and of itself, keep turnover low, but it doesn't seem to help. On the other hand, if there is considerable job dissatisfaction, there is likely to be high turnover. Obviously other variables enter into employee's decision to quit besides job satisfaction.

Satisfaction & absenteeism:

Research has only demonstrated a weak negative relationship between satisfaction & absenteeism. As with turnover many variables enter into the decision to stay home besides satisfaction with the job. For example there are moderating variables such as the degree to

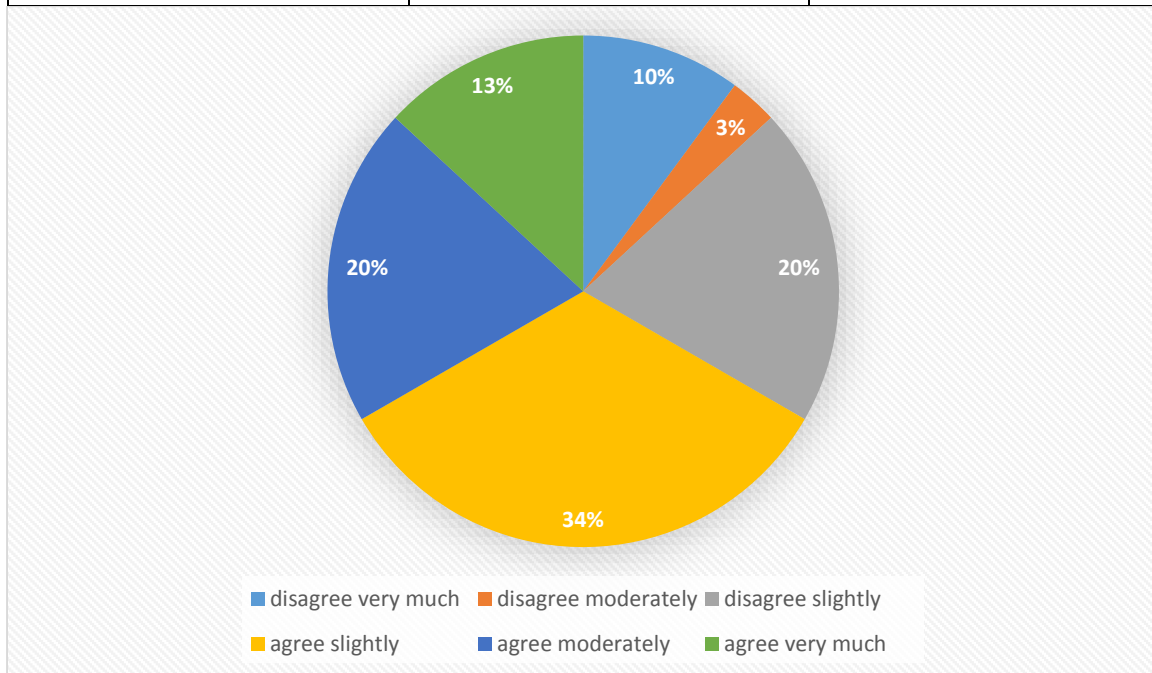
which people that there job are important. Additionally it is important to remember that although job satisfaction will not necessarily result in absenteeism low job satisfaction more likely to bring about absentees.

RESULT/ OUTCOME AND OBSERVATION:

Data was gathered then these data were analysed and the outcomes/ results were made and observation was made.

1. I feel I am being paid a fair amount for the work I do.

Options	Percent	Count
Disagree very much	10%	3
Disagree moderately	3%	1
Disagree slightly	20%	6
Agree slightly	34%	10
Agree moderately	20%	6
Agree very much	13%	4

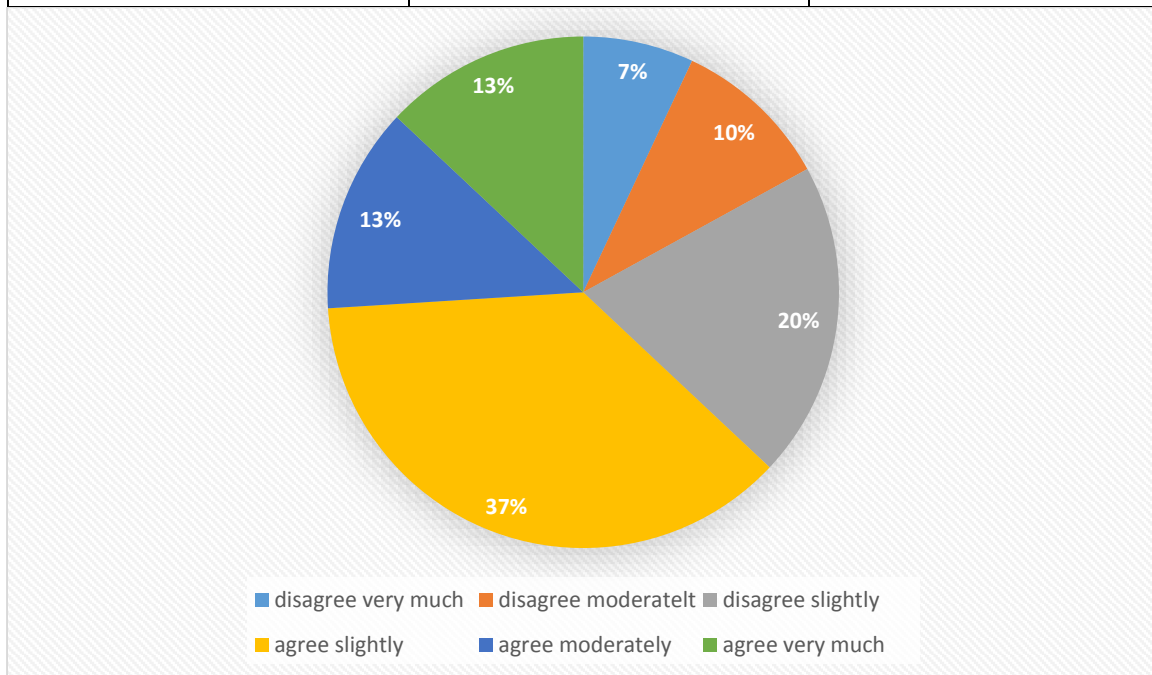


Analysis:

Out of 30 respondents 3 were disagree very much with the amount of work being paid to them, 1 was disagree moderately, 6 were disagree slightly, 10 were agree slightly, 6 were agree moderately & 4 employers were agree very much the amount being paid to them by the company. Majority of respondents were satisfied with the amount of salary being paid to them based on their work.

2. There is really too little chance for promotion on my job.

Options	Percent	Count
Disagree very much	7%	2
Disagree moderately	10%	3
Disagree slightly	20%	6
Agree slightly	37%	11
Agree moderately	13%	4
Agree very much	13%	4

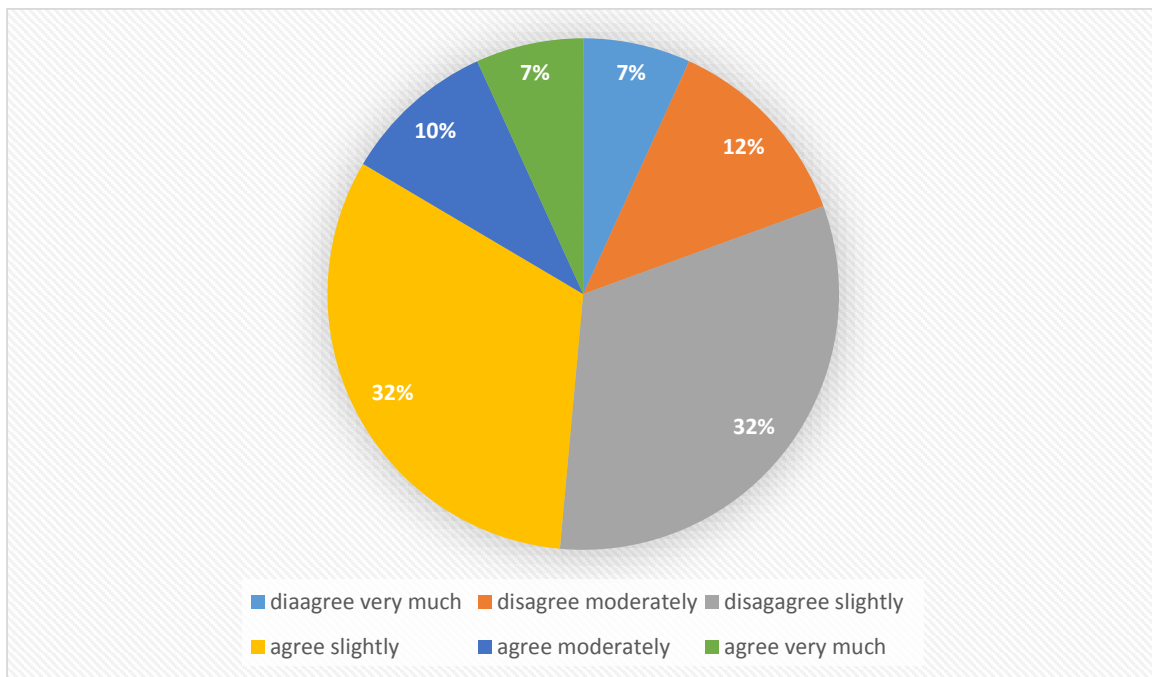


Analysis:

Out of 30 respondents, 2 disagreed very much that there is a little chance for promotion on their job, 3 were disagreed moderately, 6 disagreed slightly, 11 employers agreed slightly, 4 agreed moderately & other 4 agreed very much that there is too little chance for promotion on their job. So majority agreed that there is low chance for promotion on their job in the company & minority employers felt that there might be little chance for their promotion on their job.

3. I am not satisfied with the benefits I receive.

Options	Percent	Count
Disagree very much	7%	2
Disagree moderately	12%	4
Disagree slightly	32%	10
Agree slightly	32%	10
Agree moderately	10%	3
Agree very much	7%	1

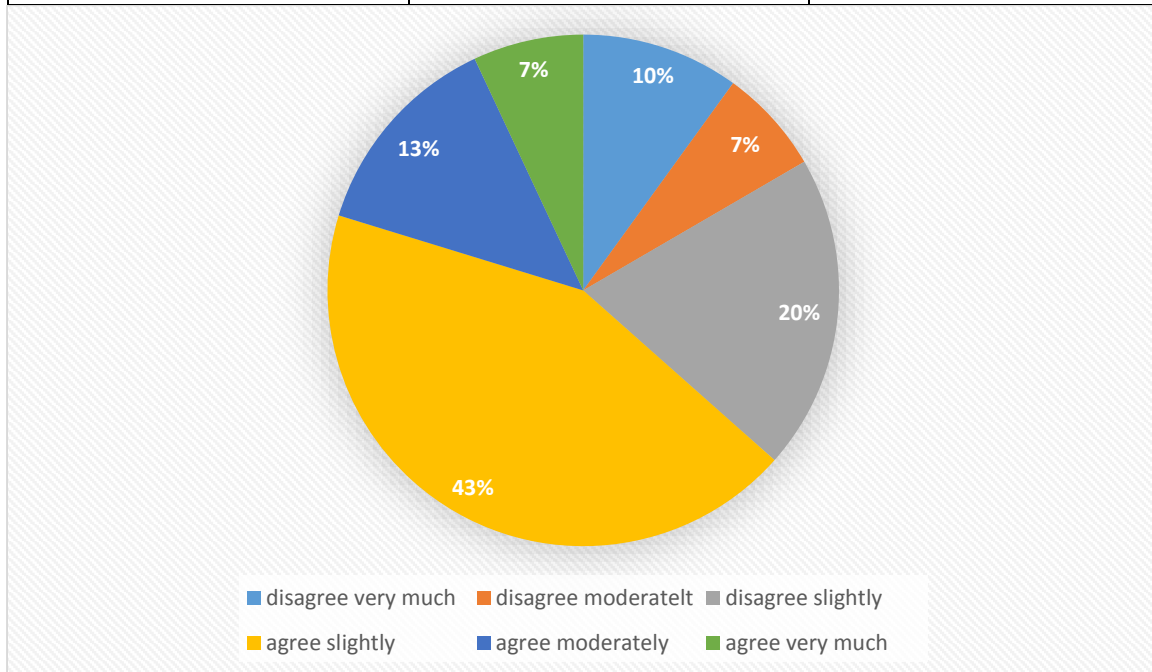


Analysis:

Out of 30 respondents, 1 disagreed with the benefits that received, 3 disagreed moderately, 10 disagreed slightly & other 10 employers agreed slightly that they are not satisfied with the benefits that they receive so there is a tie in between them, other 4 employees agreed moderately & 2 of them agreed very much to the question.

4. When I do a good job, I receive the recognition for it that I should receive.

Options	Percent	Count
Disagree very much	10%	3
Disagree moderately	7%	2
Disagree slightly	20%	6
Agree slightly	43%	13
Agree moderately	13%	4
Agree very much	7%	2

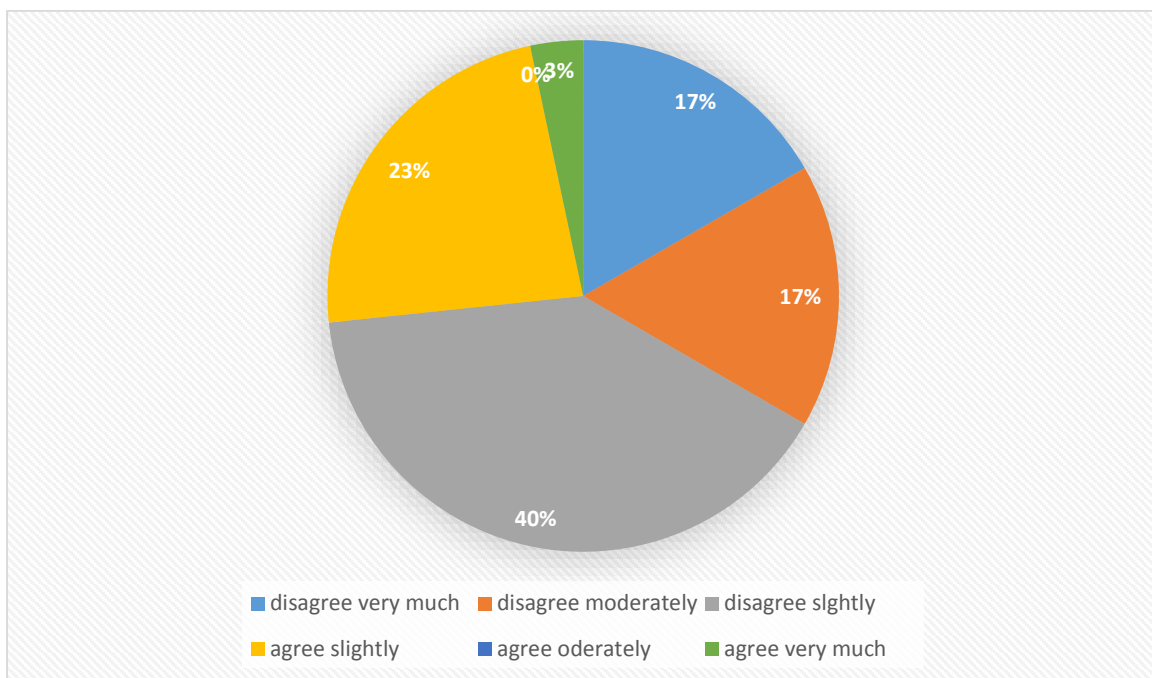


Analysis:

Out of 30 respondents, 3 disagreed very much that they receive the recognition for the good job they do that they should receive, 2 disagreed moderately, 6 disagreed slightly, 13 agreed slightly, 4 agreed moderately & 2 of them agreed very much that they receive the recognition for the job they do. Majority of the employers satisfied slightly that they receive recognition for the work they do.

5. I sometimes feel my job is meaningless.

Options	Percent	Count
Disagree very much	17	5
Disagree moderately	17	5
Disagree slightly	42	12
Agree slightly	24	7
Agree moderately	0	0
Agree very much	3	1



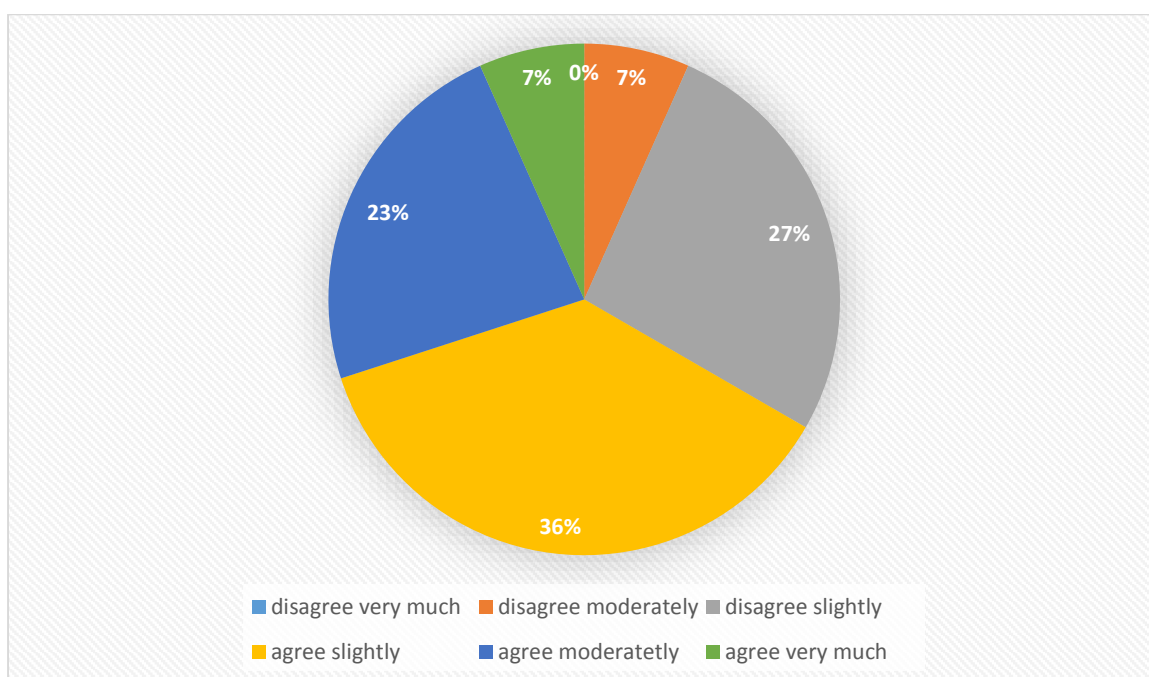
Analysis:

Out of 30 respondents, 5 employees disagreed very much, other 5 also disagreed moderately the fact that sometimes they feel their job is meaningless, also 12 disagreed slightly, 7 agreed slightly & 1 employer agreed very much that his job he feels sometimes meaningless.

Majority of the employers disagreed the fact that sometimes they feel their job is meaningless.

6. Those who do well on the job stand a fair chance of being promoted.

Options	Percent	Count
Disagree very much	0	0
Disagree moderately	7	2
Disagree slightly	27	8
Agree slightly	36	11
Agree moderately	23	7
Agree very much	7	2

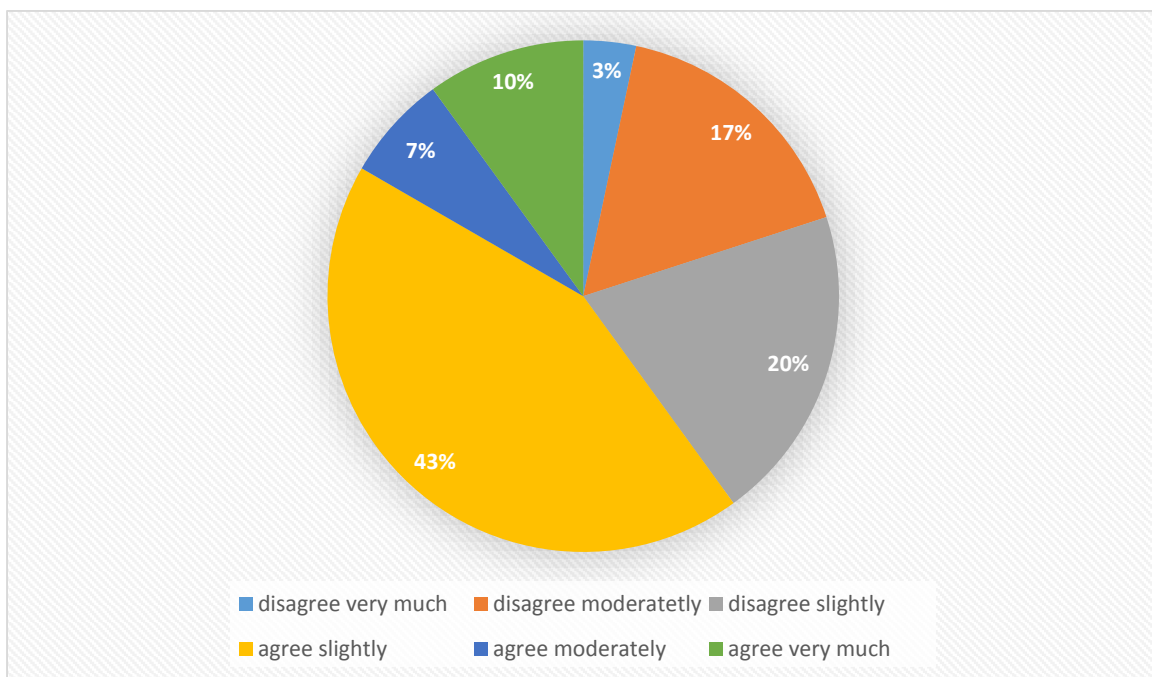


Analysis:

Out of 30 respondents, 2 disagreed moderately, 8 disagreed slightly, 11 agreed slightly, 7 agreed moderately & 2 agreed very much to the fact that those who do well on the job stand a fair chance of being promoted. Majority of the employees agreed slightly to this statement.

7. I do not feel that the work I do is appreciated.

Options	Percent	Count
Disagree very much	3	1
Disagree moderately	17	5
Disagree slightly	20	6
Agree slightly	43	13
Agree moderately	7	2
Agree very much	10	3



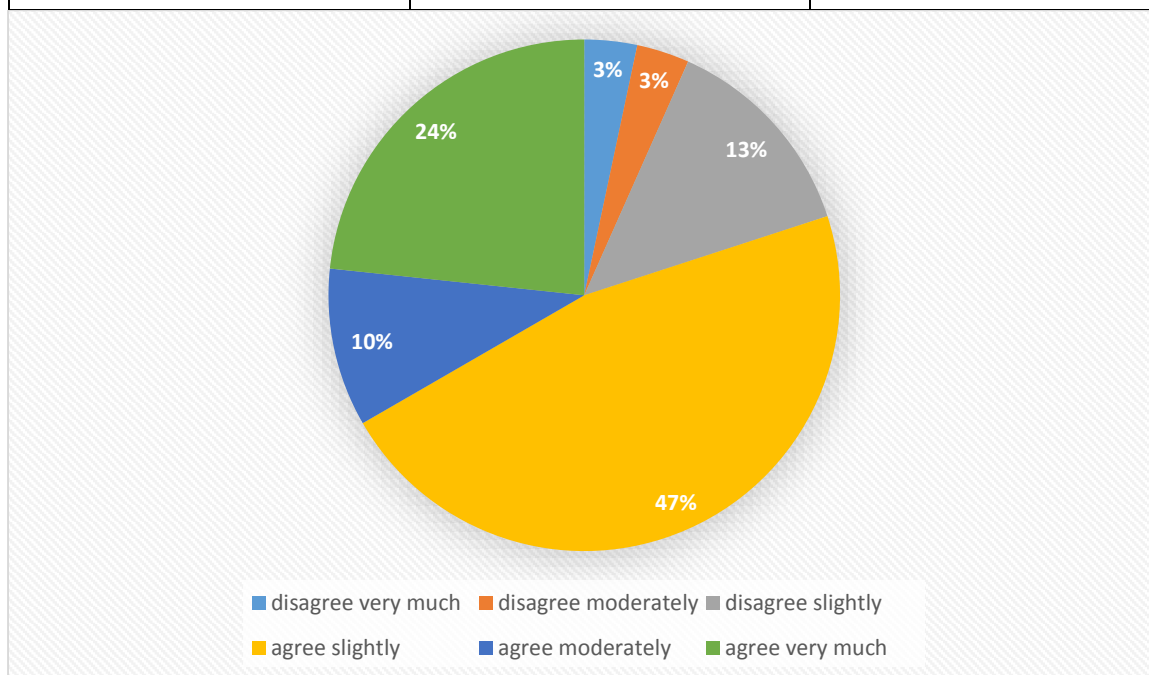
Analysis:

Out of 30 respondents, 2 disagreed moderately that who do well on the job stand a fair chance of being promoted, 8 disagreed slightly, 11 employers agreed slightly, 7 agreed moderately & 2 agreed very much that who do well on the job stand a fair chance of being promoted.

Majority of the employers agreed slightly that whoever does well on the job stand a fair chance of being promoted.

8. I like doing the things I do at work.

Options	Percent	Count
Disagree very much	3	1
Disagree moderately	3	1
Disagree slightly	13	4
Agree slightly	47	14
Agree moderately	10	3
Agree very much	23	7

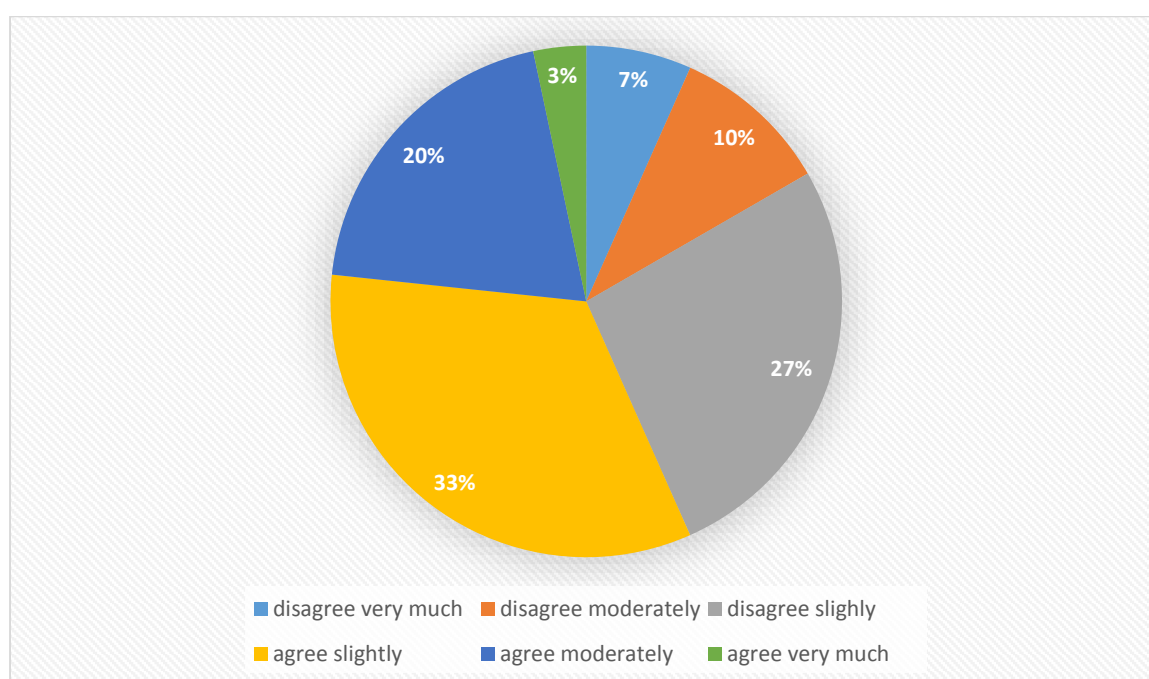


Analysis:

Out of 30 respondents, 1 disagreed that they like doing the things they do at work, another 1 person disagreed moderately, 4 disagreed slightly, 14 employees agreed slightly that they like doing things they do at work, 3 agreed moderately & last 7 agreed very much. Majority employees agreed slightly that they like the things they do at work and minority of the employees said that they don't like.

9. I feel unappreciated by the organization when I think about what they pay me.

Options	Percent	Count
Disagree very much	7	2
Disagree moderately	10	3
Disagree slightly	27	8
Agree slightly	33	10
Agree moderately	20	6
Agree very much	3	1

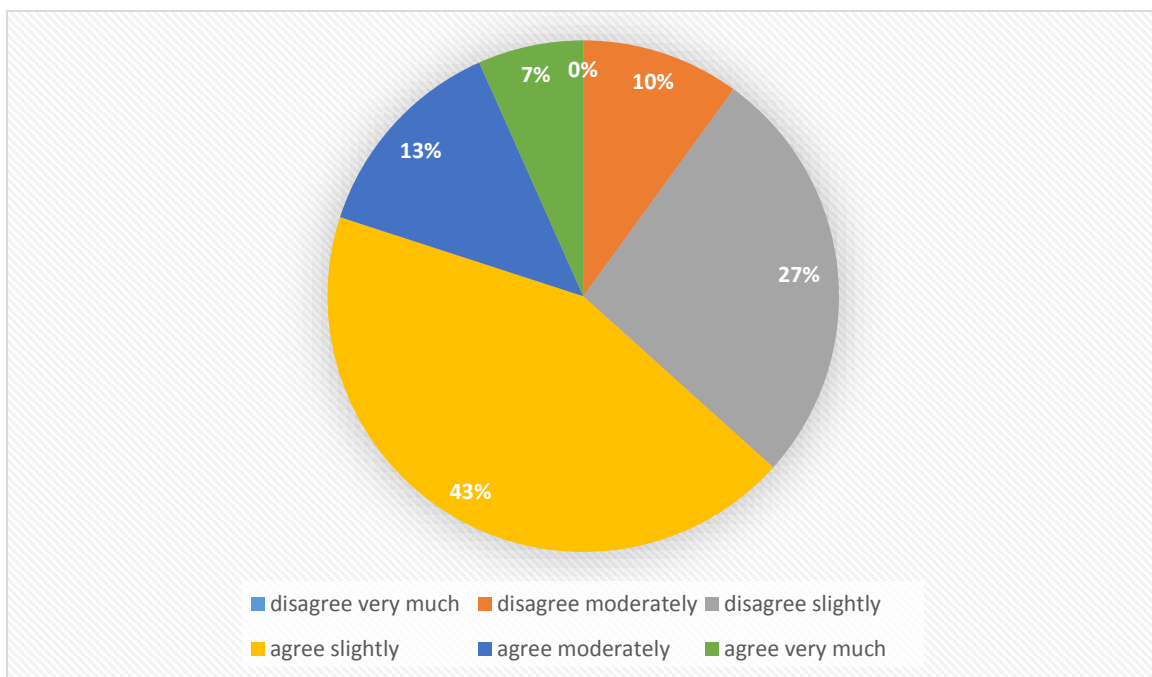


Analysis:

Out of 30 respondents, 2 disagreed the fact that they feel unappreciated by the organization when they think about what they pay them, 3 disagreed moderately, 8 disagreed slightly, 10 agreed slightly, 6 agreed moderately & 1 person agreed very much. Majority agreed slightly that they feel unappreciated by the organization when they think about what they pay them in the organisation.

10. There are few rewards for those who work here.

Options	Percent	Count
Disagree very much	0	0
Disagree moderately	10	3
Disagreed slightly	27	8
Agree slightly	43	13
Agree moderately	13	4
Agree very much	7	2

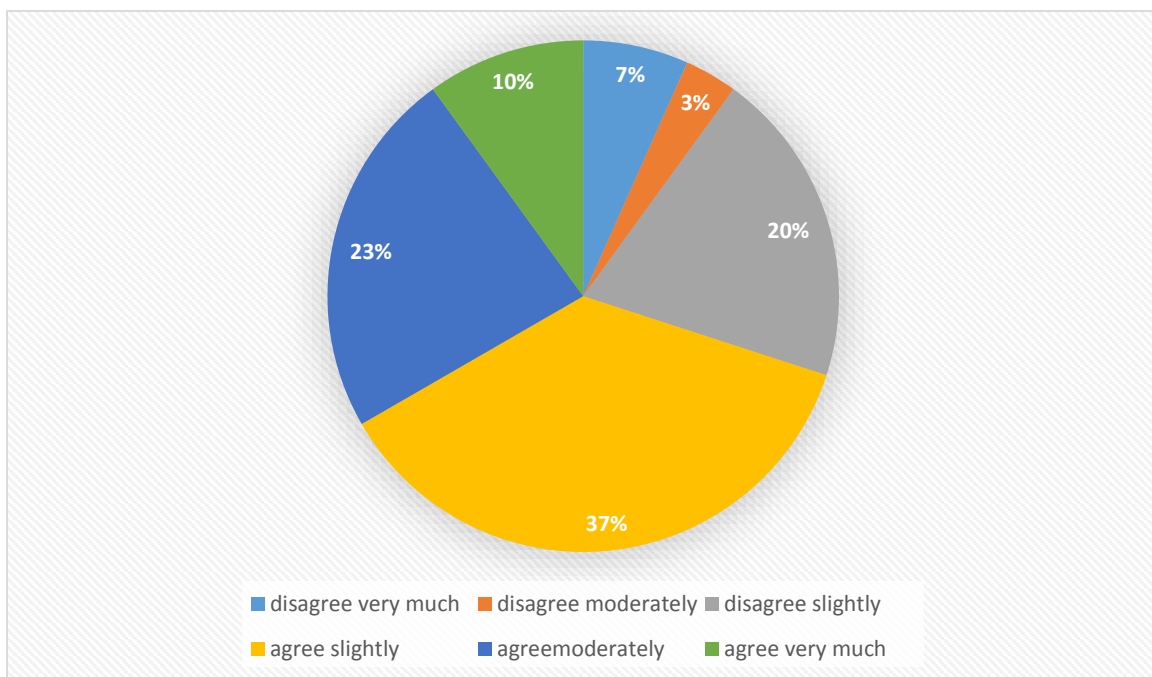


Analysis:

Out of 30 respondents, 3 disagreed moderately that there are few rewards for those who work here, 8 disagreed slightly, 13 agreed slightly, 4 agreed moderately & 2 of them agreed very much. Majority of the employers agreed slightly that there are few rewards for those who work in the company.

11. I feel a sense of pride in doing my job.

Options	Percent	Count
Disagree very much	7	2
Disagree moderately	3	1
Disagree slightly	20	6
Agree slightly	37	11
Agree moderately	23	7
Agree very much	10	3

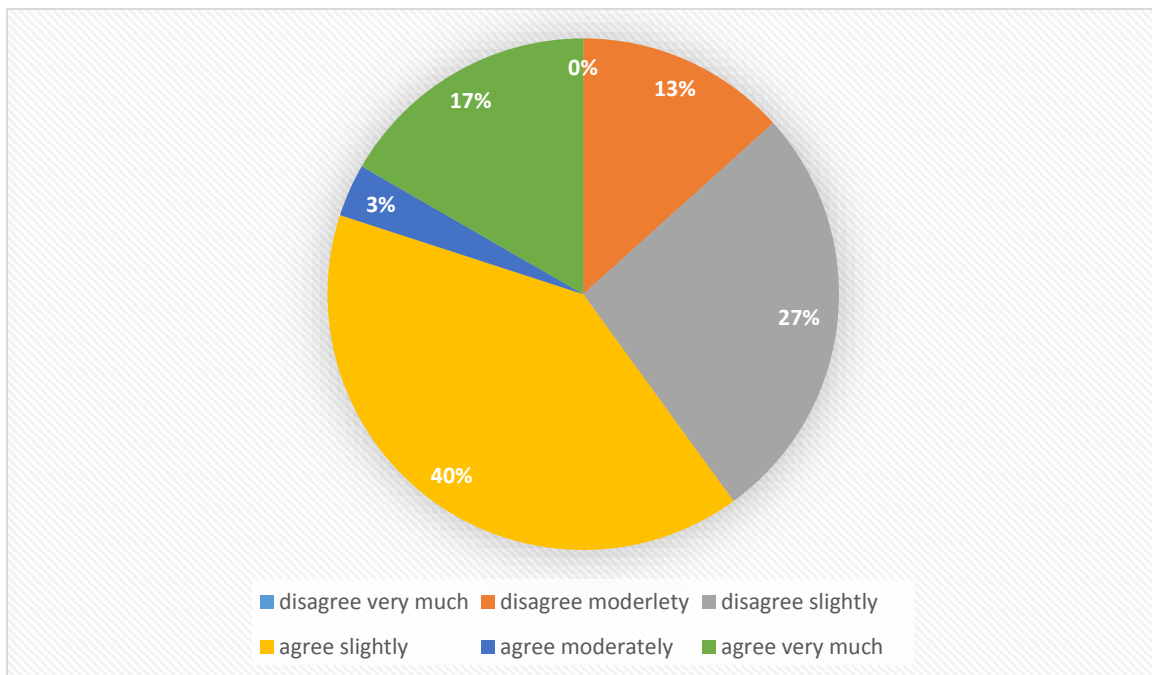


Analysis:

Out of 30 respondents, 2 employees disagreed very much to the question that they feel a sense of pride in doing their job, 1 employee disagreed moderately, 6 employees disagreed slightly, 11 employees agreed slightly, 7 employees agreed moderately & 3 employees agreed very much that they feel a sense of pride in doing their job. Majority of the employees agreed slightly that they feel a sense of pride in doing their job.

12. There are benefits we do not have which we should have.

Options	Percent	Count
Disagree very much	0	0
Disagree moderately	13	4
Disagree slightly	27	8
Agree slightly	40	12
Agree moderately	3	1
Agree very much	17	5

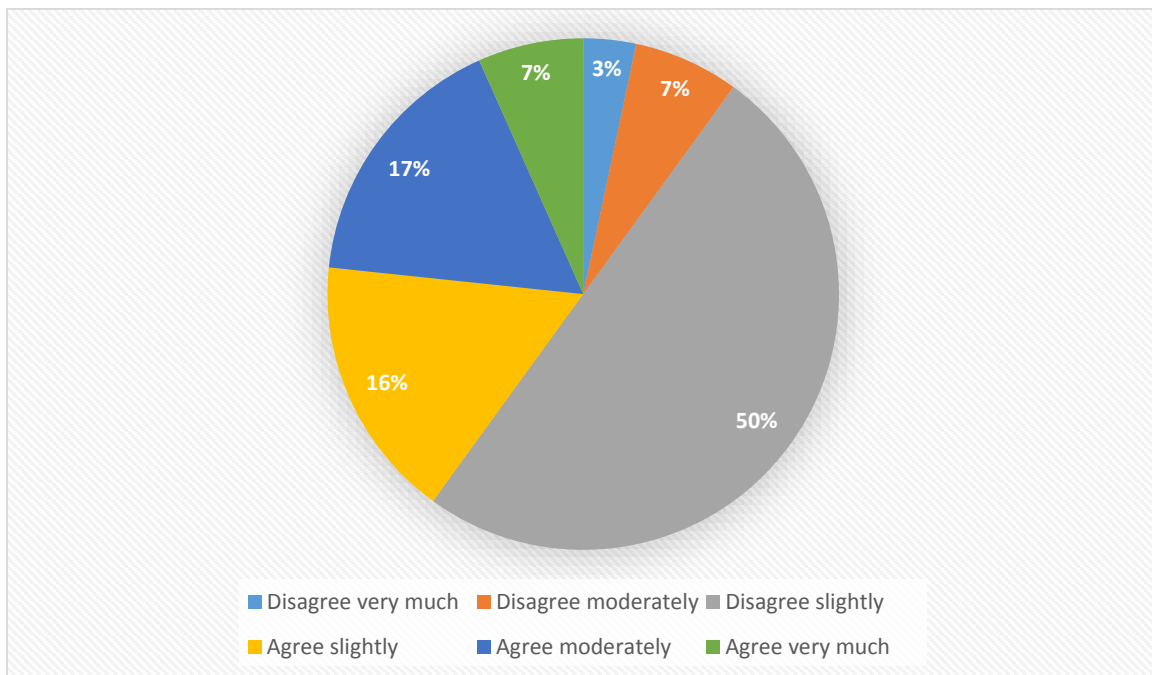


Analysis:

Out of 30 respondents, 4 disagreed moderately the fact that there are no benefits which they should receive, 8 disagreed slightly, 12 agreed slightly, 1 agreed moderately & 5 employees agreed very much that there are no benefits that they should receive. Majority of the employers agreed slightly to the fact that there are no benefits which they should receive

13. I am satisfied with my chances for promotion.

Options	Percentage	Count
Disagree very much	3	1
Disagree moderately	7	2
Disagree slightly	50	15
Agree slightly	16	5
Agree moderately	17	5
Agree very much	7	2

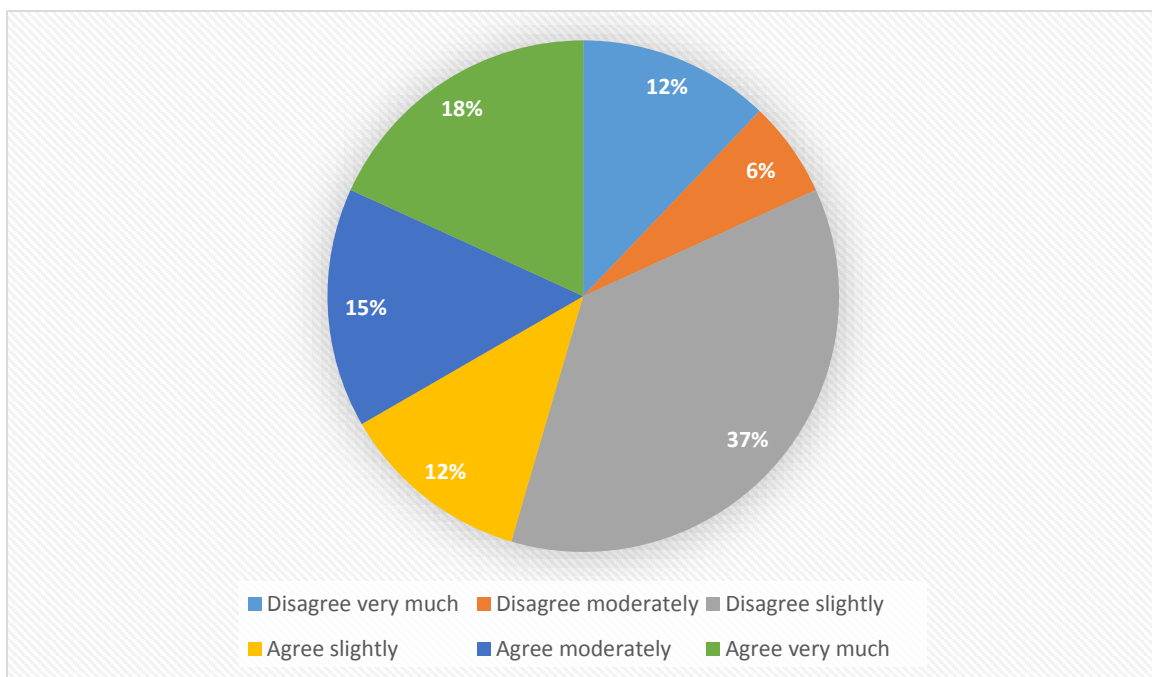


Analysis:

Out of 30 respondents, 1 disagreed very much the fact that they are satisfied with the chances for their promotion. 2 disagreed moderately, 15 disagreed slightly, 5 agreed slightly, 5 agreed moderately & last 2 agreed very much. Majority of the employers disagreed slightly to the fact that they are satisfied with the chances for their promotion.

14. My supervisor is unfair to me.

Options	Percentage	Count
Disagree very much	6	1
Disagree moderately	12	2
Disagree slightly	37	12
Agree slightly	15	4
Agree moderately	17	5
Agree very much	18	6



Analysis:

Out of 30 respondent, 1disagreed very much to the fact that their supervisor is unfair to them, 2 disagreed moderately, and 12 disagreed slightly, 4 agreed slightly, and 5 agreed moderately & 6 agreed very much. Majority of the employers disagreed slightly to the fact their supervisor is unfair to them.

Result findings of the survey:

Findings:

- 34% of the employees agreed slightly that they are being paid a fair amount for the work they do, so majority of the employers were satisfied.
- 37% of the employees agreed slightly that there is really too little chance for promotion on my job, so this indicates that employees are slightly dissatisfied with the chance of promotion.
- 32 % employees have agreed and also 32% have disagreed with the fact they are not satisfied with the benefits they receive, so there is a tie between the employees satisfaction level with regard to the benefits they receive some feel they receive and other half feels that doesn't receive any benefits.
- 43% employees agreed slightly that the fact that when they do a good job, they receive the recognition for it that they should receive, so majority of the employees satisfied with the recognition they receive.
- 42% disagreed slightly that sometimes they feel their job is meaningless, so majority feels their job is not meaningless & are satisfied but nonetheless other employees in minority agreed this fact and were dissatisfied.
- 36% agreed slightly those who do well on the job stand a fair chance of being promoted.
- 43% of the employees agreed slightly that they do not feel that the work they do is appreciated, so majority of the employees are dissatisfied with the appreciation they get from their higher authority.
- 37% of the employees' agreed slightly that they like doing the things that they do at work, so majority of the employees are satisfied with the work they do at work place.
- 33% agreed slightly feel unappreciated by the organization when they think about what they pay them, so somewhere they don't appreciate the payment they receive.
- 43% employees agreed slightly that there are few rewards for those who work in the company.
- 37% of the employees agreed slightly that they feel a sense of pride in doing their job, rest disagreed slightly, moderately to this question.
- 40% of the employees agreed slightly that there are no benefits which they should receive.

- 50% of the employees disagreed slightly with the chances for promotion in their company for them.
- 37% of the employees disagreed to the fact that supervisor is unfair to them.

CONCLUSION:

The seed of sustainability is sown within the organization by nurturing a healthy & happy team.

As the world moves faster & competition becomes tenser due to globalization, human talent will determine which organization will be successful in the future. Training helps to achieve this aim. Training is an important tool in the hands of organisation.

Employees are enjoying their work, they are satisfied with the resources provided to them, also happy with the trust shown by the manager towards them.

Company should give focus on support of HOD to employees. It should give sufficient opportunities to improve employee's skills.

After analysing the data, the conclusion was made based on the results acquired and on the observation which was made.

According to the employee satisfaction survey which I had done at Alokozay Beverages Company, the survey is about team work there were different teams and every team have different members like one team have five members and other team have six members the number of member in each is different.

There were 350 employees at Alokozay beverages company but I had taken only 30 employees through random sampling method because some workers doesn't know what is the exact survey about & also there was a language barrier due to which I could not give to the most of the employees, further I explained the survey paper to the employees to whom I chose.

Moreover from survey responses, I analysed that most of the employers are satisfied from higher management of the company, but other half ha issues such as from the benefits in the

company, recognition from authorities & other few, when I search further the main problem is overload work and Lack of training and career development opportunities for all staffs.

Employees' preservation is one of the most challenging jobs all over the world, employment opportunity for educated people is very high since there are thousands of public, national, and international organizations in Afghanistan. As I mentioned before the Employee's turnover rate is very high in Afghanistan.

The peoples who have high education or they hold degree and mastery diploma for those kind of employees more scope for work in every type of organization, moreover the supervisor and operator is responsible to see and control the work, but those people are sit and give order to the worker so the worker are dissatisfy for the duties and they like to leave the work In such cases that employees are leaving to other organizations of similar pay and benefits but with less work-load and more training, professional development opportunities and good team work, This problem will not happen. So both high level and low level workers will be satisfied at their team work.

As I mentioned above that I am responsible for checking record of everything about employees, transportation, health of employees, security and etc. so for all that worker the HR department is in charge to prepare the salary sheet for employees.

Limitations of the study:

As far as limitation of the project is concerned, I faced many problems and adversities in course of my project,

- The employees hesitate to disclose the true facts in order to secure their job.
- It is very time consuming process.
- Difficulty in getting information from secondary sources.
- Because of the size of organization, the population of the employee was large therefore it was very tough on my part to conduct the survey on every of them and to whoever was part of my project survey for them had to translate many things due to language barrier (via online).

- It was also very disappointing for me at times when the feedback given by the employees were below expectation.

MY EXPERIENCE:

First of all experience is gold, we all know that gold is precious then we should use gold to access the aims.

One of the key experiences recommended during your time as an undergraduate is **doing an internship**. Gaining work experience is key for boosting your employability, especially as a business student. I knew that I wanted to work in HR, but was unsure which aspect of HR I would enjoy the most. An internship where I would be responsible for performing menial administrative tasks would not help me explore this. Therefore, I sought to gain valuable professional experience relevant to my career goals. As an HR Intern at Alokozay I have accomplished exactly that.

I was given a good balance of guidance and freedom to complete the assignments. The projects allowed me to interact with other departments at company including the Sales & Marketing team and On-site Management. I were told to make presentations on the topic like performance appraisals, employee satisfaction & other topics to do research on to gain deeper understanding of the human resource etc. This was beneficial because I was able to learn more about the role that each department plays at company. The projects that I worked on strengthened my critical thinking and project management skills. My ability to work collaboratively with others to achieve goals has been refined. Now that the projects are ending, I am proud of the work that I completed during my HR internship. It feels great knowing I was able to contribute to a successful company while gaining valuable professional experience.

We should have full experience to work anywhere around the country. Let come to my experience here in company that I have worked for.

According to many professional from economic, social, political, they have found that, experience is important for a person to reach his or her goals and objectives.

Therefore each and every person when he or she has the knowledge, they supposed to get a better experience in such specialization.

Experience can easily define the solution of each work whenever we want to get a better decision we are required to have them from the experience people.

They know how to analysis the situation and make provision for such kind of problem these are all because of special experience which they have gotten.

As we know economic system is divided into different ways for the development economic system experience can have significance roll to define the problem and solve that properly.

There more economic problems such as scarcity of natural resources and more demand of our people. And experience is such an important aspect to utilize these main resources to the people.

As I mentioned above that experience can analysis the situation, solving the problem, decision making.

As I worked in the Alokozay beverages company I gain a lot of experience dealing with customers and working with staff. There were many jobs like financial, HR, marketing and production department.

I have done an occupation over there in HR department on the basis of this study there was also a better experience behind.

Considerations of each rule in such organization I have found and understand the observance of these rules and those arguments which were happening over there these were all such a significance experience for me.

There were many reasons forgetting the better experience and analysing the condition for the better performance of the company.

My experience is going now everywhere in high level, now I would be able to work everywhere I want. Every organization around the country or around the world is looking for expert and experienced person to work fundamental.

LEARNING:

As I mentioned in above report the following are the significant learning which I got with Alokozay Beverage Company.

I have learnt objectives and particular tasks of Human Resource Department and HR Manager. I learn that how to recruit whom to recruit from where to obtain best quality employees and how to motivate, how to train employees for their work, how to appraise and asses the employees. To which employees give promotion and rewards.

I have learnt how to resign and how to leave the work

This was good experience to me for working practically.

➤ **The relationship between employees:**

The relationship in each organization is such a significant characteristic of that particular department, therefore countries are having special kind of relation with each other. Having good relationship, a country can reach its economy with high level and the business system of the particular country will be based on international imperative.

I know the significance of relationship in the organization as I have worked in Alokozay Beverage Company. The relationship between employees were superior, those members of staff which were new and didn't have the skills and the occupation, which he was selected the relations of managerial were better with them.

Furthermore those employees whom they have past two or three years' experience in the job they helped with the junior's employees which mean a good relationship between employees.

➤ **Satisfaction of customer**

The identification of customer is the first function of particular company and this is important to define, what are the needs and desire of customer? When the client is fully satisfied it means

all the resources of the company are better utilized. Then the possibility of better profit is there in the particular product.

I saw this better satisfaction of customer in Alokozay Beverage Company. The customers were happy from the services they were getting from the company, therefore the company has supplied the product with better transportation, less price and free delivery.

When the customer is satisfied the company can get the chance to increase the production and create a better value in the market, because the customers of particular company are more in the market.

The main objective of Alokozay Beverage Company is to accomplish the demand of customers, sell the product with reasonable price and improve the value of the company.

➤ **Control and establishment of the department**

There are some departments such as human resource, marketing, finance, production, transportation, and store department. I gain knowledge of how a person can manage, control and create a link between these departments.

The management of each department carries out by special and expert person that would control and established a rule for his department.

The employees will do the work based on those rules, If any one of the employee worked without the particular rules, the Alokozay beverage company will charge him with minimum punishment. This mean that the company was under different kinds of rules without regularities everything will be disorganized and the probability of profit will be less.

➤ **Price fixation**

Alokozay Beverage Company is trying to have a reasonable price for their customers. I learned how to fix a proper price for the product and the main strategies for fixing the price.

By the time the price increased in the market the demand for the product would be less and when the demands are more the price will less, this mean if the price is higher than the lesser the market will be.

Therefore the Alokozay beverage company had the segmentation of the market, if the company has a reasonable segment for the market they would have a lot of customers to buy their products.

Even though from one side I have learned that how to fix the price and what are the main strategies for fixing the price by understanding the price fixation strategy, it can lead product and analysing the different kind of situation in the market, when the market is found for the product all the process are successful and the resources of every department are better utilized.

The staff of Alokozay Beverages Company has the management experience. They have led strategy implementation and change themselves many times. They can help your management team with leadership and strategy implementation issues, not just from theory but from what works in real life, in different contexts.

➤ **Recruitment process**

I learned that how the HR department is recruiting the staff for the company, those employees which they are specialized in particular job they must be selected.

Some of the employees which they got specialization in finance or HR department they would have two or three years' experience and they must have plan for the daily work whatever obsession is happening during the day.

The company tried to select a worker which he has the eligibility for the best performance in that particular job.

I have learnt objectives and particular tasks of Human Resource Department and HR Manager.

I learnt that how to recruit whom to recruit from where to obtain best quality employees and how to motivate, how to train employees for their work, how to appraise and asses the employees. To which employees give promotion and rewards & also worked on the records of

performance appraisals with HR who sent me some forms based on how the company make appraisals (it was kept confidential as it was sent via online mode).

I have learnt how to resign and how to leave the work procedures. This was good experience to me for working practically.

Mr. Haji Atiqullah Ahmadi established a beverages factory in the year 2015 in Kabul province Afghanistan.

The company is producing its productions under the brand name Alokozay cola which is a member of AGC.

Doing my summer internship at Alokozay non-alcoholic Beverages Company, the AGC added a great value to my skills, knowledge and abilities and therefore gave me a chance to relate my studies in the practical working environments , my communication skills improved and I feel more confident, then I was and this experience helped me broaden my vision and more Practical.

On the beginning of my real duty, I observe that all employee of Alokozay non-alcoholic Beverages Company have good relationship between each other, so the personnel were very satisfy from their work and the low level employee have good respect to the high management member of staff.

Moreover the Alokozay beverages company should give advertise in the area which the company don't have good market.

During sixteen weeks of my training I didn't feel bored or exhausted, once again I would like to convey my greatest sense of gratitude to Alokozay non-alcoholic Beverages Company, Personnel manager (HR), and all other people who interacted very cooperatively and friendly with me during my internship.

SUGGESTIONS:

- The top management should fulfil the demands of its staff.
- To motivate the employees, the company should give yearly bonuses to the workers.
- The company should also provide some perks and incentives to its staff.
- Since the Alokozay cola name is new for the people of Afghanistan, the company should increase the number of its advertising to make them aware of its products.
- The finance department of the company should do proper budgeting because they are facing problems in its liquidity.
- The company should give enough information to its newly hired employees.
- Since the company is centralized to the top management, as a result it's facing problems in its advertising patterns and decision making. Therefore the company should decentralize its decision making process and give a chance to its middle and lower management to take part in decision making.
- The company should also hire a brand ambassador for its products.
- The advertising billboards of the company are not time bounded with the contractors, therefore the company should specify the time period for its billboards.
- Since the company is not having enough capacity to place its finished products, so they should construct a specific place for its products.
- The company should also provide a better way of motivation for the employees.

RECOMMENDATIONS TO ENHANCE EMPLOYEE SATISFACTION IN COMPANY:

Developing action plan & recommendations:

- To motivate the employees mostly suggestion should be taken from them.
- Innovation should be provided by the manager to improve employee's skills.
- To avoid the fatigueless of employees the manager should take some extra activities.

- External training or seminar related to technical development should be introduced in organization to increase effectiveness of training programme.
- Supervisors should support to employees.
- Sufficient opportunities should be given to employees to improve their skills so to motivate the employees, management should take into consideration some suggestions given by the employees. It will help to increase the motivation and ultimately the job satisfaction of the employees of Alokozay non-alcoholic beverages company.

1. Improve overall communications

Successful companies value keeping employees in the loop and provide the tools needed to facilitate transparent and effective communication.

Dissatisfaction is often a result of lacking information on changes and feeling undervalued.

Sharing updates about changes in organizational structure or company strategies builds trust across the business and allows for employees to feel more involved and included.

Company-wide newsletters, intranets, chat apps, and communications platforms can help get messages out to everyone at a company and encourage information sharing.

2. Listen to feedback

Feedback is a gift, and every company should have a process in place to collect feedback and implement changes from it.

Employee satisfaction depends on building trust and open channels of communication and those conversations need to go both ways.

Surveys and listening tours that are aimed at getting to the root of the employee experience are essential to understanding the health of an organization.

People want to feel heard and understood, so encouraging feedback and using it to drive actionable change at the organization will boost employee morale.

3. Provide management training

Managers play an important role in keeping employee satisfaction levels high. And sometimes the skills that have helped leaders rise in the ranks of their department don't translate to management experience.

Managers that can delegate and trust team members to take on new projects can lead to higher morale and less turnover.

When your company trains team leads and managers on how to handle hard conversations, provide feedback, and avoid micromanaging – it will strengthen teams and can increase workplace satisfaction.

Classes on leadership styles and best practices for developing relationships with direct reports will benefit many aspects of the organization.

4. Recognize and reward high performers

Showing appreciation for what employees have accomplished has a lot of value in building employee satisfaction.

People want to have a sense of purpose and understand how their contributions add up to the bigger company goals. But they also want to be recognized for the unique skills they bring to the table.

Sharing notes of celebration or congratulations for achieving goals, welcoming new hires, or providing excellent customer service brings greater visibility to engaged employees that serve as a model for the rest of the team and company.

If you understand what motivates your team members, you'll also be able to develop rewards systems that reflect their values and appeal to them the most.

Rewards systems that align with the company values and mission are the most successful at motivating and improving employee satisfaction.

5. Encourage wellness

Health and wellness are two major factors that contribute to an employee's well-being. Organizations should support and provide as many resources and opportunities as possible to increase wellness.

Educational materials and sessions on physical or mental health issues are some ways that employers can contribute to well-being. For example, HR teams can share tips on stretching during the workday or how to set up an ergonomic workspace at home.

6. Support career development

Employees will be happier in their roles when they have a sense of what the future holds from them at a company. Job security and support for training and gaining skills that prepare them for professional development is proven to increase employee satisfaction.

Managers should have conversations about what growth opportunities are available at the company for workers. Setting clear expectations and goals for what it takes to move up in the company helps, too.

Encourage employees to set aside time for educational webinars or training that will help them stay up to-date in their field.

Employees that feel supported to learn and grow at a company will have less of a reason to move to another company for professional advancement which can lead to less turnover.

7. Invest in work environment and tools

Part of a positive employee experience is having the rolls and resources needed to complete the job.

Safe and secure work environments will contribute to employee satisfaction and should be prioritized by the business.

If there are communication or technical issues that are impeding teams from being able to deliver what they need, companies should look into tools and workplace software platforms that will solve those issues.

For example, if a company wants to encourage employees to use social media to promote where they work but it takes too much time, an employee advocacy platform like Everyone Social is a great option to make it easier for employees to fit that into their schedules.

It's also a great way for employees to stay informed, learn, connect with other colleagues, and build their professional brand.

Clarify the company mission

Understanding what matters most to a business and how decisions are made helps improve employee satisfaction.

The company mission is a clear factor in why people want to stay and advocate for where they work.

Employee satisfaction is important because it has a direct impact on a company's bottom line. If you have high levels of employee satisfaction, you will likely see reduced turnover rates because you're able to retain your employees.

Happy employees are much more likely to take pride in their work and feel a strong sense of loyalty to the company and its core values. Employee satisfaction can also increase productivity levels at work and quality of work output.

- By celebrating employee milestones, you're showing that employees that their loyalty and dedication to their roles and the company is appreciated.
- Employees who feel valued and appreciated are much more likely to continue their career growth with you and continue to produce high-quality work.
- Even small gestures can go a long way in bolstering employee satisfaction.

If an employee feels valued and appreciated, they're much more likely to be more engaged with their work and sustain a high level of job satisfaction.

- You'd be surprised how far a simple "thank you" or "great work" comment can bolster an employee's sense of worth in the workplace.
- Recognizing your employees for their hard work also functions as a great motivator for employees to strive towards reaching their highest potential levels.
- Providing a clear career growth roadmap for employees allows them to easily picture a long-term future at the company resulting in employee retention and loyalty.

- Taking the time to critically think about and construct a professional development path for your employee's shows that you value their unique skills and that they are integral contributors to the company's success.
- Without a clearly communicated growth roadmap, employees may feel disheartened and look elsewhere for future career opportunities.
- Implementing a flexible work schedule provides your employees with the ability to create a schedule that works best for them and their lifestyle.
- With the rise in remote work, many people are working from home and juggling multiple responsibilities every day.
- By providing flexibility, employees have autonomy over their schedule and work, resulting in happier and more productive employees.

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