

INTERNSHIP REPORT  
ON

**CodersTrust Bangladesh**

# UNITED INTERNATIONAL UNIVERSITY



## INTERNSHIP REPORT

On

### **SWOT Analysis of CodersTrust Bangladesh**

**Submitted to**

Dr. Khandoker Mahmudur Rahman

Associate Professor

School of Business and economics

**Submitted by**

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ID-111 151 614

School of Business and economics

**Date of submission- June 28, 2020**

## LETTER OF TRANSMITAL

June 28, 2020

Dr. Khandoker Mahmudur Rahman  
Associate Professor  
School of Business and Economics  
United International University

**Subject:** *Submission of the report on “SWOT analysis of CodersTrust Bangladesh”*

Dear Sir,

I am pleased to send this internship report to you, which has been assigned to me as a big requirement to finish the "Bachelor of Business Administration" program at United International University. And it's a great pleasure for me to present to you the internship report entitled "SWOT analysis of CodersTrust Bangladesh"

I have tried my best to do the job according to your guidelines and my perception and capacity measurement. Therefore, it will be kind enough to receive this report and give me your valuable judgment. And it will be great pleasure to hear from you for further clarification.

Sincerely yours,

Shanta Dey

ID-111 151 614

United International University

## **ACKKNOWLEDGEMENT**

First of all, I would like to Express my gratitude to almighty God, who has given me the strength and confidence to complete my internship program as a whole and finish my study as well.

I would like to thank my supervisor, Dr. Khandoker Mahmudur Rahman, Associate Professor, SOBE United International University, for the appreciation and support they have given me. He directed me to add something unique to my work report and encouraged me to work during my internship time to generate a quality report

I also want to thank all the CodersTrust Bangladesh for helping me in preparing my report. I work with them realistically, I try to share their experience, feelings and I have prepared my report from my own point of view, based on my understanding. Finally, I would like to thank all people who have read this report and who will benefit from this report now and in the future.

I would like to Express my gratitude to all of my faculties who have taught, helped, guided and inspired me in the last four years to train me for the corporate world.

## **DECLARATION**

I am Shanta Dey, Id-111 151 614, School of Business and Economics (Marketing) of United International University Bangladesh, declaring that this internship report on the subject of “SWOT analysis of CodersTrust Bangladesh” is my own work, and I completed under the guidance of Dr. Khandoker Mahmudur Rahman, Associate Professor & Director of School of Business and Economics.

I hereby declare that I prepared the internship report by myself alone. And the best of my knowledge, there is no part of any others persons paper previously published or written that has been approved by UIU or any other educational institute.

Shanta Dey

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## **EXECUTIVE SUMMARY**

This report is based on CodersTrust Bangladesh, which is freelancing training organization. Got a fantastic and remarkable experience while employed in this organization. I have written about strength, weakness, opportunities and threats of the company which I observed and perceive during my internship period. You will find details about the organization in this report based on its current position.

I worked mainly under the Business Development Department during my internship program. The main purpose of internship was to learn to work in a realistic environment and to apply the knowledge acquired during the studies from a real world scenario or viewpoint in order to tackle the problems using the knowledge and the skills developed during the academic process and I am happy to say that I have learned enough professionalism.

In this report, the organization's through analysis was done and all the technological, administrative, and strategic aspects were analyzed to determine the organization's strengths, weaknesses, opportunities and threats. For the last three months, I have been involved different activities like giving call to the student, give them email and message them, gave counseling to the students, take admission, I also worked in "Unnayan Mela" and helped them and give freelancing support. All in all, working in the company was a great experience and gave me an insight into how to shape my career for responsibilities in the near future.

# *Chapter 1*

## ***INTRODUCTION***

## **1.0 Introduction**

Bangladesh is one of the fastest growing multinational IT locations in the world. Our youth are ones who changes our society's life and point of view. Outsourcing and freelancing have become a way to combat youth unemployment. Because of our traditional schooling system, we have been raised in such a way that we are attached to more secure jobs and secure life, rather than being more likely to question the new invention. But the good thing is our social perspective are changing.

There are many freelancing and outsourcing markets from which freelancer can start working without difficulty and companies can discover the people to outsource the work. CodersTrust is one of them. Such specialist's freelancer outsources their skills to the world as a whole and are also developing capabilities. They are developing new hope that Bangladesh will be among the numerous successful exporting countries.

With the blessing of today's web and internet getting right of entry to the most part of the country, the likelihood and possibilities have expanded greatly. This thing inspired people to become more interested in freelancing careers than setting idle and wasting time complaining for fewer opportunities in the competitive physical job market. According to BASIS (Bangladesh Associations for Software and Information), there are more than 5.5 lakh Bangladesh's are working in one of a kind freelance market place.

### **1.1 Topic of the report**

The topic of my Report is "SWOT analysis of CodersTrust Bangladesh "

## **1.2 Origin of the report**

This is an internship report as a requirement that was necessary to complete the BBA program. The internship's main purpose was to provide an insight on the job and opportunity to apply the theoretical principals in real life state of affairs. Students are put in organizations, groups, research and development initiatives. I was assigned as a sales intern executive at CodersTrust Bangladesh for realistic orientation for completing the BBA program.

## **1.3 Objective of the report**

The report goal is to understand the organization's entire process and understand its strengths and weakness and figure out the organization's external factor opportunities and threats. This internship enables us to interact with conceptual learning, and comprehension down to earth. The objectives are given below:

### **1.3.1 Broad objectives**

To know the SWOT analysis of CodersTrust Bangladesh.

### **1.3.2 Specific objectives**

- Strategies of industry development
- To learn about the sales management
- To learn the real-world Business process
- To know the whole of CodersTrust.
- To the entire marketing operation
- To learn how knowledge could apply in the business
- To learn the process and the study of their sustainable development.
- To know the pricing policy and different promotional activities like discounts, offers, giving free service etc.

## **1.4 Scope of the study**

- There were different sources where I could collect my information easily
- As CodersTrust is an international organization, I could learn some multicultural activities.
- I got enough time to study and made this paper.

## **1.5 Limitation of the study**

There have some barriers which I faced to make this report, they are given below:

- It was not possible to contact any higher authority staying out of the country.
- During the internship program I faced lots of working pressures as well as mental pressure because it was a sales job and that's why couldn't properly observe mall type of top-level tips tricks of this organization.
- Because the internship program has been for a limited period of time, it is not possible to deeply focus on the whole and it is the major obstacle while preparing this report on time.
- As we know that each company has its own mystery that the office is not exposed to all individuals. When collecting data on the CodersTrust BD, employees did not find sufficient data for the organization's privacy policy.

## **1.6 Methodology**

The reports information was collected from two sources

### **1.6.1 Primary sources**

- Got some important information after discussion with the employees of CCTBD.
- Got information by practical work
- Personal observations
- Marketing activities

### **1.6.2 Secondary sources**

- CodersTrust official we
- Students success story
- Different types of video from YouTube and Facebook

*Chapter 2*

*Overview of the*

*Organization*

## 2.0 Company Profile

Coders trust (CT) Bangladesh is a multinational outsourcing freelancing training organization which provide on campus and online freelancing and skill development courses. It is established by Danish army Captain with a dream of to give unprivileged and unemployed people to give high quality income earning opportunities and monetary independence. Their moto is to bring applied education to the 99% which is special focused in ICT. The concern is to minimize cost and supply education globally through an online platform supported by human mentors.

CT headquarter in Copenhagen Denmark and it has managed project in 11 countries like Poland, India, Jordan, Bhutan, Kosovo, Iraq etc. The company is founded at November 2013 and it started its operation from 2015 in Bangladesh where it collaborates with Grameen bank. Coders trust has its register office in Copenhagen, Denmark CTs research was funded around the world through the Danish International Development Agency, the United Nations Development Program and a number of venture capital funds .In 2015 this organization began operating in Bangladesh to realize the monetary growth that can be achieved by outsourcing and rising countries.

Coders trust used to be based with the support of world business leader Mr. Aziz Ahmed, a proud Bangladeshi -American visionary with a dream of introducing advanced education to the mass population at lower cost, empowering people by breaking the traditional technical barriers to meet the needs of foreign skills and helping them earn their living. He is renowned has an inspirational emerging New York business leader the chairman of US Bangladesh global chamber of commers and the CEO of UTC associates. He is working closely to facilitate trades and business between Bangladesh and USA. Mr. Aziz has been recognized by New York stock exchange not for his business successes and for his many philanthropic activities. In 2019 he has been greatly honored two different occasions one in the Vatican City on September and another European parliament in the Brasils on November. Mr. Aziz express over there to create a framework for artificial intelligence to make sure to has its full potential for the betterment of equality and social goods. Under the leadership of such dynamic person there are journey to make IT skill development assessable to everyone around the world.

Coders Trust try to turn human resources, predominantly young people into skilled professionals, in order to improve lives and change the working behavior of people by delivering

outsourcing training to make a huge impact on online earnings. Together with co-founder Danish Military Captain Ferdinand Kiar wolf, in the presence of Sir Richard Branson and Morten Lund, they began their operations from Denmark in 2013 based on their ideals and beliefs to make It Talent development t accessible to all people around the world .Mads Galsgaard is global CEO and Carsten Hjelde Global Chairman of Coders trust .Md .Atul Goni Osmani is the honorable country director of Coders trust Bangladesh.

## **2.1 Mission**

Coders Trust is based on the fundamental premise that there is already an online labor market and several online learning sites, but what is lacking is financial system to finance tomorrow workforce education and the organization creating such a network that can have a powerful impact on the vulnerable. The Missions of Coders Trust are:

- Be the leading provider of solution to create a digitalized nation
- Get over the challenges of unemployment
- Be an environmentally sound educational training company to achieve certain quality and cost effectiveness.
- Be the company of big career session
- Be a service provider of world class talent development training
- Be the exclusive distributor of outsourcing aids and solution

## **2.2 Vision**

Coders Trust believes in the development of the society and united states with the motorcycle as ‘‘learn a skill, live’’. As a center of ability enhancement training in Bangladesh, we believe that investing in our adolescence education is something that will help all. The visions of coders trust are;

- Democratizing access to education globally via the internet.
- Consumers have sought more formal online, so the aim of the organization is to expand education and internet access and use the underdeveloped nations to reduce unemployment.

- Solving the obstacles to make outsourcing education & coaching enhancement capacity reachable for any age and gender with high earning potential to offer life financial enhancement

## 2.3 Objective

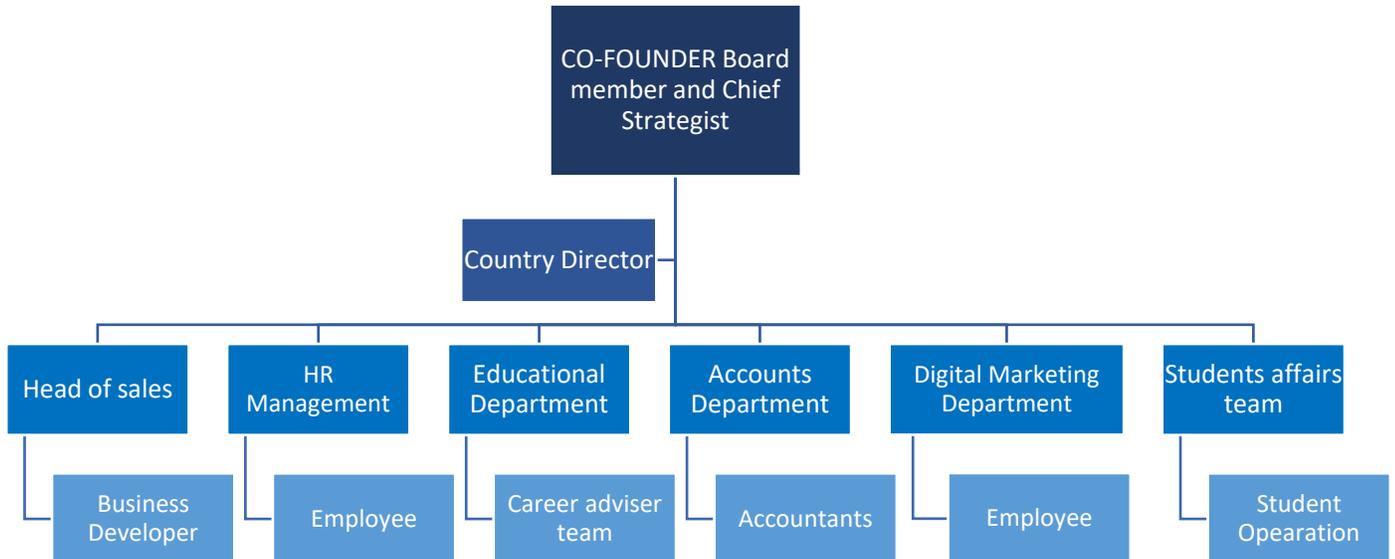
The objective is to provide a Learn→ Earn→ payback concept which can remove barriers for even the poor to develop their own skill and life styles. Coders Trust has come with the concept of freelancing training institution and created online learning platform that couldn't complete high school or undergraduate education as well as those that didn't get enough job opportunities due to poor quality of education obtained for which their lives came to a halt also the disadvantage population to make them earn a living. Their primary objective is to make education affordable to all despite gender, age, and religion. They provide talented students with microfinance to upgrade their skills to help them obtain more on the freelance access points. Innovations in the microfinance include low-interest loans to people living in poverty to foster entrepreneurship and growth in the economy. The main objectives of Coders Trust are given below;

- Provide a completely user information focused online learning and funnel with automation and scale-oriented processes, content, marketing, sale and network.
- How to be a freelancer and to make money through outsourcing and create an impact on our country economy.

### **Slogan**

The Coders Trust slogan is “BECOME A ROCKSTAR FREELANCER”.

## 2.4 ORGANOGRAM OF THE COMPANY



## 2.5 ORGANIZATION DEPARTMENT

These six-department managed by Coders Trust Bangladesh –

- Business Developer Department
- Accounts Department
- Human Resource Department
- Education Department
- Students Affairs Department
- Digital Marketing Department

## **BUSINESS DEVELOPER DEPARTMENT**

Business Developer Department mainly work for the innovation, strategies, and activities that aim to improve the business. It includes growing sales, growth in business expansion, improved productivity by developing strategic partnership, and strategic business decision making. To run the current business with a suitable promotional tool, the team interacts with attainable students and provides additional support and provides additional support for admission procedures.

Individuals in the department of business developers are accountable for a number of key internal and external goals. They review the agencies deals and activities and also provide advisory assistance when required. They also examine the business environment, including regulations and restrictions affecting the enterprise. Specialist in business development use them analyzes to increase the revenues and profits of their companies. Business enterprises developer team responsibilities are identifying new sales leads.

- Identifying opportunities for new sales.
- Marinating fruitful customer service.
- Pitching services.
- Contact customers to remind them new innovation in the services of the company.
- Make a deal and renegotiate by telephone, email and phones.
- Enhancing quotes and proposals.
- Making sales displays and power point presentation.
- Helping team member to develop their skill and give required skill to the employee.
- Developing team development targets and ensuring that they are accomplished.

## **ACCOUNTS DEPARTMENT**

This department is responsible for accounting, planning and organizing the companies finance. Coders trust Accounts department work do many activities such as:

- Making payments and keeping records of the bills paid (cash outflow) and processing incoming payments (cash inflow).

- Gives the management with financial information by reviewing and analyzing data, writing reports
- Prepare accounts of income, liabilities, and resources by collecting and reviewing accounting information.
- Summarizes current financial position by information gathering, preparing of balance sheet, declarations of profit and losses.
- Making sure every employee gets paid.
- They do financial checked to avoid theft and fraud.

### **HUMAN RESOURCE DEPARTMENT**

Human resource management is a unique approach to employment management that aims to achieve competitive advantage by strategically implementing a highly committed and skilled workforce using an incorporated array of cultural and structural method. They follow the following activities:

- They make planning about recruitment, performance management, compensations and other rules and regulations.
- Company advertise on their job posts, source applications, test applicants, preliminary two-face interview and coordinate recruiting activities with managers responsible for the final determination of candidates.
- CodersTrust offers significant orientation education to new employee to help them introduce the mentors into a new organizational culture, environment and overview of the route shape.
- They checked whether all employees maintain their rules and regulation or not.
- The company sets criteria for compensation and reviews competitive pay activities such as promotions, salary selections, performance problems and transections plans.
- They give monetary reward and non-monetary reward to the employee based on their performance.
- They also work for the quality, availability of workers, job location, working time, job responsibility etc.

- They taking care of employees when personal problems arise. Personal health is about employee's welfare when things do not go as expected.

### **EDUCATION DEPARTMENT**

Department of education is controlled by a team of career consultants. For each route that is offered through CodersTrust, they have assigned particularly skilled mentors. They most of all are scientific background with extensive knowledge of programming are hired alongside their presence in the freelancing environment. The crew designs the structure of Course content or modules and will take off line and online courses as planned in a week and weekend run. And some stage in and after the direction has ended, they furnish freelancing guides each. They also arrange schedule classes, exams, last evaluations, document on overall performance assessment etc. In addition, career consultant group individuals are also involved in online operations providing 10.00am to 2.00am services that involved the technical issues of the student or any kind of requests for customer orders and jobs.

### **STUDENTS AFFAIRS DEPARTMENT**

Departments of student affairs deals with each student present and offers guidance to the career, extra coaching barring lecture room etc. They contact their students by using email, cell phone and message. They join their student after admitting to any courses to inform that their class started and give them required information. In phrase of retaining students on right track. If any students missed any lesson, they found their trouble and received important lectures of this sort and exchanged valuable information.

### **DIGITAL MARKETING DEPARTMENT**

CodersTrust do their 70% marketing in online. They do various types of online marketing they are given below:

**Social media marketing:** Social media marketing include Facebook, Twitter, Instagram, LinkedIn, U-Tube marketing. This is easiest and cost-effective way to reach customer. They use

this media to increase their rank in the market place. They spread their useful information like course details, promotional prices, offers, importance and updates through this media. The freelancer group shared their success story how they became freelancer and their journey in CodersTrust success stories group.

**Email Marketing:** When a visitor visits the CodersTrust website for course and organization details they give their valid email address, then the sales department employees gave them more information about courses and recent offers, promotional prices so that they could take their decisions properly.

**Content Marketing:** They makes content (such as videos, blogs and social media posts) marketing indirectly promote their organization in the online sites.

### **Offline Marketing:**

Not only online marketing they also do offline marketing to reach mass population. In various way this organization do their offline marketing they are given below:

They use various poster, banner, billboard to attract valuable customer through this. They already have four branches and shared those to reach in this area and other market place.

- They organized many seminars, workshop in many public and private university for developing their organization position. Recently they participate in “Unayan Mela” at BICC and they get great response from their target customer.
- CodersTrust offered different offer prices for attract the target customer.

## **2.6 SERVICES OF THE CODERSTRUST BANGLADESH**

Coders Trust has established very specific programs that have high demand on the freelance market and provide freelancers with a sustainable earn. There a total to ten programs offered by Coders Trust that range from the tree month to ten months based on the content of the programmed and level of difficulty. The company provides both private freelancing session and seminars to encourage young people to pursue their programs. Recently they work for a project name “Women skill Development and Empowerment” they have plane to give free freelancing

course training to 2000 female students within 2022. CodersTrust also give 50 % off to unprivileged and disable person. CodersTrust give both short term and long-term courses, the short term courses are given below;

### **Short Term Courses**

<b>Course title</b>	<b>Duration/Hour</b>	<b>Area</b>
Graphics Design	Three month, 72 hours	Adobe Illustrator, Adobe Photoshop
Digital Marketing	Three month, 72 hours	Facebook, U-tube, Twitter, Email Marketing etc.
Accounts Management System	Two months, 48hours	QuickBooks and Zero
Responsive Web Design	Four month, 96 hours	HTML5, CSS3, Bootstrap, WordPress theme customization
Advance Web Development	Five months, 120hours	PHP, Laravel
Android App Development	Three month, 72 hours	API Integration, working and sensors, Google map
Video Editing	Two months, 48hours	Edius, Premier Pro, Final Cut Pro, Davinci etc.
Execelarete	Two months, 48hours	Financial statement, valuation, data visualization chart, graphs, forecast trade analysis of sales etc.
3D Game Development	Three month, 72 hours	Maya, Substance Painter, Marmoset Toolbag3 etc.
WordPress theme Customization	Three month, 72 hours	Premium Theme and Plunging.
Business Communication	Two months, 48hours	Prepare formal and informal reports, develop interpersonal skills, utilize electronic presentation and software.

CodersTrust also give long term Diploma Courses and give special services for those organization like they give life time support (they could contact any time to their mentor and get service from offline from the team of this organizations ) and international certificate to the diploma courses so that they could get help to make their freelancing career . They give 3 type of long-term courses they are given below:

### **Diploma Courses**

Diploma in Entrepreneurship	9month	Graphics Design, WordPress theme customization
Diploma in Professional Freelancing	10month	Graphics Design, Responsive Web Design, Digital marketing
Diploma in Web Development	11month	Graphics Design, Responsive Web Design, Advance Web development

### **2.7 MARKET OPERATIONS AREA OF CODERSTRUST BANGLADESH**

The company has four offices in four countries (Denmark, Bangladesh, USA and Kosovo) and it has managed projects in 11 countries across Europe and Asia (India, Malaysia, Bhutan, Kosovo, Bangladesh, Iraq, Poland, Honduras, Kenya and Jordan). They are the only skill development IT training Center in Bangladesh. They are providing 5 branches in Dhaka. They are

- Banani (main branch)
- Dhanmondi campus
- Mouchak Campus
- Mirpur Campus (there have 2 branches in Mirpur)

Recently they have plan to established 8 more branches in the different district of the country. Already they started their Chittagong campus work and they will open it soon.

## **2.8 Internship Experience**

My main task was to develop a lead, or turn the potential and targeted student into a real student. Students affairs team gathers these leads via social media such as Facebook, Instagram and website. The leads will then be distributed to branches in the morning. My job was to call leads given to me and ask them if they were genuinely interested or not. If yes, then I had to ask them why they are wanted to involved, and what was their aim and the course they preferred. Most of the students chose the wrong courses, as they have little knowledge about the requirement of courses. I had to inform them as soon as possible about the course and then had to ask them to the nearby campus for further information.

If a student came the campus then I had to advise them answer to their questions and help them so that they could take right decision. The next task was, after they made up their minds on getting admitted, support them throughout the admission process. I had to write down their payment in the monthly revenue sheet and update it, and changed student information on CRM systems after the payments. Then I transfer those things to the student's affairs department. If a student wanted to visit other branches then I had to tell my colleagues to council the student working in that particular branch.

I also worked in "Unnayan mela" in BICC, where CTBD participated for seven days. There I had to council the interested students, and there had many people who didn't know CodersTrust and their services and they didn't know about freelancing and outsourcing so my job was to answered their all queries, and take admission of the interested person. I learned lots of things from those seven days like how to handle lots of person at a time, how to work under a lot of pressure etc.

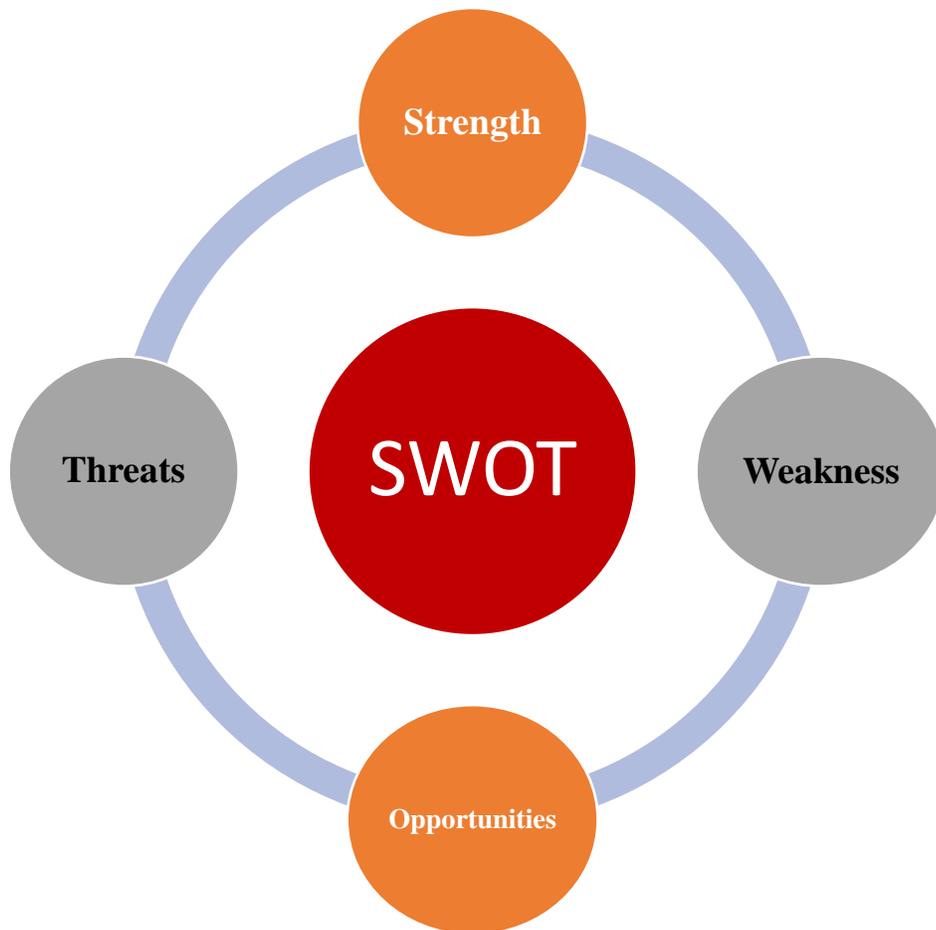
***Chapter 3***

***SWOT analysis of***

***CodersTrust Bangladesh***

### 3.0 SWOT Analysis of CodersTrust Bangladesh

A SWOT analysis is a high-level model of strategic planning that works to help organization identify where they are doing well, and where they can enhance from both an internal and external point of view. In the early 1970s Ken Andrews established SWOT. When part of the organizational review, an evaluation of strengths and weakness occurs, it is an audit of the internal workings of the company, which are much easier to control than external factors. Reviewing opportunities and risks, on the other hand is part of environmental analysis, the corporation must look outside the enterprise to find opportunities and challenges that it has little influence over.



It is a method of strategic planning that is used in the enterprise to perform efficiency. We could know the strengths, weakness, opportunities and threats by the SWOT analysis. The company can take decisions about the future project by understanding the term of an organization. Through these strategies one organization is able to know a company favorable and unfavorable

information. It is intended to determine the business venture or project goals and define the internal and external factors favorable and unfavorable for achieving those objectives. I noticed some strengths, weakness, opportunities and threats of this organization during my internship period they are given below:

### 3.1 STRENGTHS

Strengths are those business features that allow the competitor to function more effectively. Strength defines what a company excels at and distinguishes it from the competition a strong brand, loyal customer base, a strong balance sheet, advance technologies and so on. It is company's internal positive attributes or indicators and resources which support a successful outcome.



Strength is the thing that is within firm control. It also related to the term such as Capital Stock, Marketing and team management. If we speak about the strengths, we apply to the competitive advantages and distinctive competencies of a business that is what an organization is doing really well. Strong employee attitudes, excellent customer service, large market share, personal customer relationships, leadership in a product innovation. highly efficient, giving low cost service are some examples of strength. To know a company's strength, we either find the answer to the following questions or investigate its strengths by asking a number of questions such as

- What advantages an organization has?
- What a company does better than any other?
- What special or low-cost tools a company can rely on that others cannot?
- What people on a business market sees as a strength (means how the company get sales)?
- What is company's USP (unique selling proposition)?

- What customer like about the service?
- What are the company's valuable assets?
- What are the company good at?
- What are the extra ordinary manpower and the machine which make difference's than other?

Those are the required things to know the strength of the company. Reliability, competences, openness, compassions are the key strength of successful business. CodersTrust strength are given below:

### **Skilled and experienced mentors**

One of the biggest strengths of CTBD is skilled mentors which is make differences from their competitors. On the basis of different criteria, CTBD has considered highly qualified mentors for various course both online and offline. They consider different criteria those are given below:

- Maintain a minimum standard of education,
- different standard level of knowledge and skills in a particular field,
- high knowledge and skills in required field,
- professional experience and professional performance,
- consideration of teaching and training experience and ability to understand all levels of students,
- ability to understand all levels of students,
- experienced, skilled in freelancing world professional and have earning ability by freelancing,
- professional and have earning ability by freelancing,
- qualified global quality qualification in this area,
- self-motivated, constructive and timeliness with officials and students,
- the ability to work in a dynamic environment, work under pressure, meet deadlines, work in a dynamic environment

The mentors often uphold additional responsibilities such as recognizing and responding appropriately to other people's idea desire and concerns, high moral integrity as well as diplomacy and behave discreetly in a politically sensitive and demanding environment.

### **Best sales employee**

CTBD has best sales employee and they are making significant role in the organization profit. Most of the Bangladeshis people don't even know what is freelancing and through this one can earn by doing freelancing, in this case sales employees play an important role they are given below:

- give call to the interested person (who are sign in or comment in the CTBD website or Facebook page or give message in the messenger),
- after that give information (course details, time duration, importance) about freelancing to the customers and also encourage them,
- let them know about their recent offer or discount, and give them course content and address by email or messages
- and give them proper required counseling so that customers could take right course which is related to their education background and related to their job or career
- And take admission of interested person.

### **Financially strong organization**

As CTBD is a global company and its top management people are well known and financially enriched, so CTBD could get enough support from them. They have now four campus which is totally established because of top management support and government support. Its make CTBD more powerful than its competitor because their competitor couldn't give much location flexibility like them.

### **Strong leadership team**

Coders Trust is a multinational corporation. It has the governing body local and global. Each country operating has a specific local governing body. CTBD also has a also local management body in keeping with the nature of its company. All the major decisions for this company were

made by the local management to the global management contact or communication or guideline. The Global management team maintain the following hierarchy, Chairman, Deputy Chairman, Co-founder, Board member, Chief strategist, CEO (global). The local management body include following hierarchy include: Country director, Head of human resource and accounts, Head of education, Head of sales, Head of digital marketing, Head of finance and Head of Business development team. Every level of each management body has been bound to work with each other with transparency and accountability.

### **Strong system for online and offline marketing**

CTBD has arranged online support for students over a 24/7 period and they solved student's problem through this channel. This channel is supported by the experts, they solve any sort of issues on the basis of their experience and companies, even new scenarios.

To share their success, host party, business gathering or some form of celebratory event. CTBD reached them or launched a new service or landed a big partnership. To spread the word, reach out to the local press, take this opportunity to recognize their team and promote future success.

### **Registered with the Government technical education board**

The Bangladesh Technical Education Board (BTEB) is a government board which is responsible for regulating and developing secondary technical and vocational education across Bangladesh. The board sets the curriculum, develops learning materials grants affiliation to technical and vocational institutions, regulates admissions conduct exams, and awards certificate and diplomas.

### **Collaboration with Robi Axiata**

Mahtab Uddin Ahmed, Executive and CEO of Robi Axiata and CTBD Country Director Atau Goni Osmani has signed the agreement on behalf of their respective organization. The signing ceremony was held at the head office of Robi Corporate Office Gulshan. CTBD students in rural areas will receive a special Robi sim in which 30 GB of internet is free for users and the offer is

3 month long. The agreement paves the way for coding enthusiasts to get well educated and trained on various aspects of freelancing with the aim of helping them to become professional freelancers on both the global online market place and the local market place. Robi Axiata Limited will provide 4.5G enabled modem with 4.5G high speed data connectivity to facilitate the country wide spread of freelancing training. The CTBD plans to go beyond Bangladesh's major cities and reach potential freelancers, even in rural areas.

This agreement is very useful for CTBD to implement freelancing training in Bangladesh's rural areas, because high speed internet and strong network connectivity are the necessity for this implementation. Robi Axiata Limited is one Bangladesh leading mobile phone operator and 4G wireless internet service provider. Robi Axiata Limited also has strong network coverage and wireless connectivity even in rural areas the country.

### **Location flexibility**

CTBD has four campus in Dhaka Banani (main campus), Munchak campus, Dhanmondi campus, Mirpur campus and they have planning for open a new campus in Chittagong. People want their flexible location, flexible location means near to their home or job location, for this reason they could take more admission than its competitor.

### **Higher student's success rate in freelancing**

The one key thing to get a higher success rate for students is hardly following the rules and regulations during the course. The student affairs wing always monitors the current course situation and observes each and every student's activity in a given course. The CTBD has a higher success rate for students as opposed to the other Bangladesh educational institution. The CTBD always ensures the quality and availability of each and phase of the learning process. Quality and availability in the various areas such as strong management teams, highly qualified mentors' strong operations system. They also observe individual course mentoring activity. One of the keys to achieving the higher student's success rate is regular base assignments, quizzes and work activities imposed by the mentors on the students. There is a very strong student

boundary both during the course and after the course through the various social networks. This is overall scenario to reflect the higher student rate.

### **Soft skills development:**

With each day the value of learning soft skills is growing. Soft skills are personal traits which indicate how you communicate with others in a cordial and effective manner. Soft skills are also known as human skills, and play a very important role, particularly in the corporate world. Soft skills development on the technical front is becoming an integral part of that. For once, even vital technical skills such as SQL, SAP, Business Development and Math can be Gained for the industry to face. Weak skills, though, aren't quick enough to follow. Only after continuous and multidisciplinary learning will we develop soft skills, CodersTrust Bangladesh (CTBD) regularly interacts with its students. communication is the strongest form of soft skills development.

### **Student support group:**

This is the official CTBD student support group. Here, all the CTBD students are linked to this unique platform. The students can get the help from CTBD officials as well from CTBD ex-students. The officials are usually taken for a period of 30 minutes to answer for a question to arise. The officials usually aren't delayed. If the CTBD officials have delayed for any reason, then feedback will be provided to the CTBD ex-students and attempt to solve the issues related to the individual topic basis. There is also a professional or general exchange of ideas between the students, mentors and officials.

## **3.2 WEAKNESSES**

Weakness stop a company from operating at their optimal level. There are areas in which the company needs to improve in order to remain competitive, a poor brand, higher than average turnover, high debt rates insufficient supply chain and lack of resource. A company's weakness is any tools or method that a company needs to succeed. Weakness limit the ability of company

to achieve its full potential. The weakness is a company's internal attribute and resources which work against a successful outcome. A company's weakness also involves not paying much attention to marketing, merely informational and static website, not having a marketing plan, not having a great deal of marketing budget. Sometimes the vulnerability will profit from a company like nobody knows once business, company lacks the resources to expand, company is new to the industry, high priced, professional workers are out of reach, what sell to customers is not exactly clear a specific product means a high price point, technology is not greatest strength. The weakness of CodersTrust Bangladesh (CTBD) are given below:

### **Limited number of branch offices within the country:**

Coders Trust's branch office is available in every city of Bangladesh. Right now, it's a growing business organization. It's just been coming out of introductory level recently. But spreading it business across the country will take time. Nevertheless, Coder Trust is endeavoring to expand its branches across the country as quickly as possible. For rural areas in particular, there will be some brakes opening soon.

### **Limitations to allow students to participate in all type of questions:**

Students should have adequate knowledge to take any training course. There are some needed pre-requisite courses. JAVA, SQL Programming Language are the common things the students should learn before taking any Coders Trust course. If students don't know these things, they would find these courses as difficult. Another common thing is that the most essential thing is English. When students are not good at it then in a contract in particular there is weakness for them.

### **High turnover of its employee:**

Coders Trust faces this issue because Coders Trust recruit's several entry-level employees who are not intending to stay in the role for a very long time. Some of their workers may stay long-term with their business and maybe some of them will move into management positions. Others can enjoy the work as a long-term source of extra income or as a position with low retirement

stress. Competitors of Coders Trust give it. -More often doesn't have to mean financial explicitly by salaries, though it can also mean more flexible schedules more incentives, more benefits, and more than just about all the rest. The workers want to make a difference to their jobs. Younger workers increasingly want more than just a job. They want a job and a career they are proud of and that makes a difference, and where they see their co-workers as second family according to the Atlantic. They're disappointed with a corporate culture that's packed with non-stop meetings that leave them feeling like they're not making a difference. Some may call it idealism, but if an employer does not provide a more holistic job opportunity that clearly shows employees how their day-to-day tasks make dent, they may look elsewhere.

### **Drop-out student:**

The cause of dropping out of a student is often called the dropout antecedent because it refers to the pivotal event that leads to dropout. Coders Trust also faces this problem. The reasons are given below:

#### **1)Boredom:**

Students drop out of CodersTrust often because of apathy or boredom. According to an article in "psychology Today" their students frequently complain that learning material is not that type of important and they do not relate those things to their personal life. Boredom is an issue that students, parents, staff and boards need to tackle to see if improved course offering and more student-teacher interaction will improve.

#### **2)Academic struggles**

Students also face a drop for their C.G.P.A, due to paying more attention to CodersTrust courses. CodersTrust is academic too. But that is semi-academic. In both fields, since students cannot pay the attention, they decided to drop out of CodersTrust.

#### **3)Family and economic issue**

Unforeseen family issues can occur, which may impact the financial stability of the household. With these changes, many students may need part-time jobs just to support themselves and their families. Moreover, family-related incidents such as death or divorce may rise stress levels in

students who already feel stressed by student life demands. Students who feel incapable of juggling their duties may be tempted to opt out of research.

#### **4)Students are not comfortable with the online course**

Under the online course program, students often feel uncomfortable. Though this not a difficult task, it is not used to by student. Therefore, they are in different positions. In the conventional learning System, which applies to teachers, many students are still combined to learn from teacher face-to-face contract and there will be an academic book. But we are in modern society, where people change their way of life according to the demands of society.

#### **Students have a trust issues about payment system**

He lacks of trust among the students is working to join the online courses and involve with the online payment system. Bangladesh's people traditionally aren't the sound of information communication and technology (ICT). The unexplained fear is working to involve with this because in the sense of ICT Bangladesh is slightly new. So, the CodersTrust Bangladesh (CTBD) needs to work in this area through different strategy to improve this situation. The CTBD will ensure that the students have the courage to use those systems. They can also carry on some deals and commercials.

#### **Lack of use of capital in level of optimization**

Organization at the introductory level has no huge number of outlets that can be used for optimization. It takes time to find the right outlets. When an entity enters into a period of a development the outlets are large for them. CodersTrust Bangladesh (CTBD) is making every effort to accomplish its aim and expand its business but its sources are not up to the mark

#### **Lack of promotion of online service**

There are plenty of companies that offer services online. Promotions for online services are, in words, very costly. Organization use of Facebook, Twitter, YouTube and other social networks

to promote online services. And this is less expensive. Yet people disregard the promotions because they aren't interested in those promotions. Via social networks and other channels including google ads etc. they are not very focused on digital marketing. They will advertise their current and upcoming courses and online services to the students and explain the benefit of taking the course and using the online service.

### **3.3 OPPORTUNITIES**

Opportunities lead to advantageous external factors that could offer a competitive advantage to a company. The world within which company works is creating opportunities. They grow when a company can take advantage of factors in its environment to plan and execute strategies that make it more competitive. Organization will achieve competitive edge by capturing opportunities



A business opportunity surrounds the selling or lease of any product, service and equipment and so on, would allow the buyer license to start a business. In the simplest terms a business opportunity is a bundle business investment that allows the buyer to start a business (Technically all business opportunities are franchises, but not all business opportunities are franchises). It's very difficult to define business opportunities because the terms mean different things for different organization. There are various types of business opportunities such as buying a license, network marketing, distributorship or store. Opportunity is a company's external factors which the organization may rely on or utilize to its advantage. CTBD opportunities are given below

### **Introducing more freelancing courses**

Currently, CTBD has given basic and medium level of computer science and business history courses to understand the general ability of the people of these countries. The CTBD can of course deliver comparatively current level of high here or advance as well as upper advance level. The CTBD has the ability to grow the opportunity because it's the global chain sector. If the CTBD, lacks some higher experts or other outlets to address this scenario, then global cooperation solves the problems

### **Spreading capacity for countrywide On-campus service**

CodersTrust Bangladesh (CTBD) will very soon launch its several branches throughout the country. There is a chance to serve their customers across the world. Certain online courses offer is not accessible on this site. So, for CTBD this is a great opportunity to provide on-campus assistance.

### **For the meritorious candidates, the potential to recommendation grows**

Those who are meritorious students get the opportunity for given period of time to do work in different project business. The CodersTrust Bangladesh (CTBD) performs all functions. There are many courses running at CodersTrust Bangladesh (CTBD) in the various branches of this country. CTBD student affairs arm operates for many reasons with current students of those various courses in different branches. Based on daily success in courses, tasks, quizzes and other criteria that the mentors decide, each and every course has created one or two outstanding or meritorious students by the individual mentors. Such meritorious students of an individual course are transmitted by the mentors at the end of an individual course to the CTBD student affairs wings. So CTBD student affairs wings are redirected to the local market place for those candidates. In most cases, the renowned corporations in this country recognize those students supported by CTBD's student affair wings in their industry on the basis of the exceptional skills of those meritorious candidates. This is the great opportunity for CTBD students and to search for those industries Most of the times, CTBD students perform very well in certain local companies.

### **Reducing joblessness problem**

CodersTrust Bangladesh (CTBD) is a learning and earning network that comes with limitless mentor support around the clock and provides you with the best tools to improve your freelancing career, from learning how to code to mastering how to market yourself online, everything to prepare you for the 50000 jobs posted weekly on freelance portals. In addition to cooling students also need to practice cover letters writing, engaging in cultural differences, learning how to mark yourself on various freelance websites, different bidding strategies and list goes on. Their specific path of learning and earning was designed not only to teach people how to code, but also to make a person a good freelancer

### **Providing the students with skilled project management opportunities**

CodersTrust Bangladesh (CTBD) is a place where students have vast opportunities to grow their careers. Serval technical projects also come to CTBD and CTBD students get a chance to handle that with proper rules and regulations. Students gain some important experience in the field of work through this opportunity

### **Increase program for off-camping training**

There are some people who are inaccessible on campus training system due to regional and other vise-versa factors. For them, CodersTrust Bangladesh (CTBD) is through the program of off campus training so that everyone can benefit from it. In Bangladesh out campus training system is unusual. So, it's a great opportunity for (CTBD) to uniquely expand its business.

## **3.4 THREATS**

A threat is an external (outside of the company) factor that can impact a business and could threaten the success of the organization. The most obvious effect would be a lowering of corporate sales. Often a company faces other challenges and lower productivity when running its activity.



The danger must be differentiated from the organization's weakness. It is within the context of strategic management is always something of the organizations outside, something to which management has no direct influence, something which can shift in unpredictable, negative direction without reference to the company's activities. Threats are always negative in nature; managers should monitor the company's environment and take defensive and preventive measures before their negative effects begin. The company's most distinguished sources of threats in its environments are political factors, business influencing economic factor, social and cultural factors, business-influencing legal factors, natural environmental factors, ethical factors etc. CTBD threats are given below:

### **Economic status of our intended audience**

The economics condition in a country or region apply to the current state of the economy. The dynamics change over time as an economy goes through expansion and contraction, along with the economic and business cycles. When an economy develops, economic conditions, are seen to be strong or good, and when an economy contracts, they are seen as adverse or negative. But it's slowly growing. The economic condition of the intended audience of CodersTrust is weak. There is a possibility for viewers to move on to specific CodersTrust Bangladesh brand (CTBD) is already working on this issue and hopefully very soon they will come out of it

### **If the Government of Bangladesh has stopped support**

The CodersTrust. Bangladesh (CTBD) is an agency whose government of Bangladesh takes various assistance. Without support from the government of Bangladesh, running the organization is quite difficult. The government of Bangladesh supports the CTBD from different wings in different ways. The wings are Department of Information Communication and Technology (ICT), Office of the prime-minister, Ministry of Education, Ministry of Postal Affairs, Communications Information Technology, Bangladesh Technical Education Council. The government of Bangladesh supports this kind of world chain organization because it makes people professional and promotes the potential for freelancing. The Government of Bangladesh supports various ways, such as financially, logically, services etc. The Government of Bangladesh not only provides support, but also continues to track and monitor its operation and progress

### **Undesirable review by student**

then Students feel certain dishonest culture due to bareness after a long-time running course. Some teachers, too, are less capable of communicating effectively with their students. Students are in different situations for these reasons, so they placed negative reviews on courses and teachers. To solve this problem some necessary actions must be taken. Students may drop off or switch to different organizations otherwise. The organization should have looked into why some students belonging to the unwanted review. They should track individual students review and counseling of their problem to individual students as well as hope. I think it's pretty difficult to handle the individual students but it should be constantly pursued for long term good of this organization. Additionally, adverse analysis generates mental pressure on the respective course mentors. Sometimes the mentors are irritated with those unwelcome comments. This influence also carries in various ways on classroom behavior. If the situation is complicated, the mentors often move to the different institution or change their lifestyle or check for other jobs. Unwanted student evaluation is the topic of ethical perspective the CTBD also works for the students to

strengthen this ethical material. This is also a very important thing for the student's life along with the technical knowledge because if they ignore it aspect, they will not be long-term success

### **Changing Government Policies**

In any company government policy plays the most vital role. Any government-related agency must be bound to follow the rules and regulations set by the government. If any changes are made to those rules, then the company will be badly affected. Suppose CodersTrust Bangladesh (CTBD) received an extra amount of VAT from government. Then it will be very difficult for CodersTrust to match that number, because Bangladesh student's social economics situation is not good. Imposing a high level of income on CodersTrust Bangladesh (CTBD) employee will have a negative impact on the company because the maximum mid-level of employee is present. Bangladesh 's social-economic condition is not so fine. Maximum comes from the family at low-mid-level. Therefore, they typically do not pay this income Tax. There's already a high overrate situation for workers in this company. If this situation occurred, then the overrate of the employee is higher and the company will survive and the project in Bangladesh will be difficult to run.

### **If financial support stopped from Denmark**

The CTBD is a global organization which is changing the way expert's learn benefit. The Danish company is helping them get out of the financial issue. Several branches are open to smooth operation of their business and this is happened because of Denmark financial support to CTBD. People will have more opportunities and support this organization financially, particularly in rural areas.

## **Recommendation**

- CTBD follow the autocratic leadership. A good leadership could change the whole organization's environment. Above I discussed in the weakness part that CTBD has a problem about high turnover rate of its employee. Employee retention is very important for one organization cause there need lots of time, hard work to train one employees, and for retain employee there need a good leadership who could give healthy environment and so that employees could do their job easily ,so I think CTBD should hire an experienced and a skilled person who have a leadership skill.
  
- The interns update and operate randomly with records that pose several difficulties such as anomaly in records that create several difficulties such as error in record sequences, intentional schemes, student profiling and tracking information etc. The employer's efficiency would unexpectedly increase if the ideal data orientation used to be preserved in the database and use of the information technology infrastructure library would broaden CodersTrust security calculation. In a different way, the organization should develop a value chain for interns that will allow them to obtain additional training and improve positive skills for the context of work.
  
- Teams have to be committed to working towards an accepted target to achieve high efficiency. The team can become nonfunctional if they experience a personal disconnection with other team members. Team members have to have continuous input and promote cohesiveness. While, my team leader has managed to settle disagreements or conflicts between member of the group somewhat. Nonetheless, management should have recognized the issue while facing team issues and took prompt corrective measures to prevent further breakdowns in results.
  
- If there have been no changes in management for several years, then the business will begin to settle in a way for the current management team to do things that are productive. For whatever cause, changes in management may place pressure on an

organizations organizational structure. The new management may be unfamiliar with how it has been running the organizational structure for years and seek to put a new twist on how things should be done. And there were rapid shifts in activities and decision making, which were difficult to cope up.

- A quality scale of customer centric service such as SERVQUAL can be implemented in a classroom environment. This customer centered approach will help instructor enhance their service delivery, thus improving the quality of service for all of the educational models' stakeholders.

## **Conclusion**

CodersTrust Bangladesh is one of Bangladesh largest freelancing HUBS. For a career development strategy, CodersTrust may actively and passively take steps. Its persistence in detecting creativity and changes in enterprise. I witnessed the working procedure of commercial business developments while working with the sales team is a major achievement for me. In addition to other works, sales task established my practical knowledge and provide me with a wonderful experience. I will surely carry all those things that i have achieved over three months of working for the rest of my life.

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