A Study On-

Marketing and sales activities of online education and training platforms based on CodersTrust Bangladesh

United International University

An Internship Report on Marketing and Sales Activities of Online Education and Training Platforms Based on Coders-Trust Bangladesh

Submitted to:

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SCHOOL OF BUSINESS AND ECONOMICS

UNITED INTERNATIONAL UNIVERSITY

Letter of Transmittal

Date: 04 JULY 2022

Mr. Mohammad Rehan-Masum

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Subject: Submission of the internship report on 'Marketing and Sales Activities of Online

Education and Training Platforms Based on Coders-Trust Bangladesh

Dear sir,

The internship report entitled "Marketing and Sales Activities of Online Education and Training

Platforms Based on Coders-Trust Bangladesh" was assigned to me as a partial precondition for

completion of the BBA degree.

It is with great pleasure and pride that I offer this report. While conducting research, I have sought

to address as many of your substantial and essential issues as feasible, and I have followed your

instructions. I took every effort to ensure that my report was comprehensive.

It is my belief that my report will meet and exceed all of the standards, and that my report's purpose

will be met as well. I much appreciate your help and cooperation in the production of this report.

If you could spend some time reading and analyzing the report, it would be greatly appreciated.

Adding to the body of knowledge will be a big reward for the time and work I put in.

Sincerely Yours,

Kaisary Jahan

ID: 111 171 146

Major- Marketing

Department of Bachelor of business administration

Acknowledgments

I myself Kaisary Jahan, declare that- I have prepared the internship report on Marketing and sales activities of online education and training platforms based on coders-trust Bangladesh. As a prelude to my report, I'd want to thank my Lord for giving me the opportunity to do so. major tasks such as completing this internship report would not be possible without Allah's support. BBA students are required to submit an internship report as a part of their degree since it gives them the opportunity to gain real-world experience in just three or four months. In this context, I planned to start my internship in Coders-Trust Bangladesh in Dhaka.to begin, I would like to express my gratitude to my academic supervisor **Mr. Mohammad Rehan-Masum** Assistant Professor, Department of BBA. As an advisor, I owe a debt of gratitude to sir for his guidance and support during the course of this report and for his valuable counseling about the regarding topic of the report. Without his encouragement and support this would have never be possibly My heartfelt thanks go out to Coders-Trust Bangladesh's executives and senior authorities, who were able to give a wide range of assistance and support in a variety of areas.

Kaisary Jahan

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Executive Summary

As a freelancing organization too, like Coders-Trust Bangladesh, marketing and sales are the most creative sectors of any industry. Coders-Trust Bangladesh is a skill development institution and a freelancing organization. Its main goal is to enhance people's skills and reduce the unemployment problem in Bangladesh. And I was a part of this organization as a business developer, where my job was to communicate with clients, which is actually a call-of-duty for those who have less idea about freelancing. The company uses these activities in different ways to create customer demands and also persuade them to purchase their offerings. It is the same with coders-trust Bangladesh. The company uses various marketing strategies to attract customers and sales techniques to convert them into students on their own for freelancing. The company uses word-of-mouth marketing, social media marketing, website marketing, offline promotions, educational institution visits, and other methods to spread knowledge among people and salespeople to convert interested people to customers. This report will take a deep look at all the activities, discuss their problems, and provide proper suggestions according to the author. I also gather knowledge by observing the promotional activities of this freelancing organization and their real consumers.

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Chapter – 01: Introduction

1.1 Introduction of the study

The freelancing industry has grown in popularity in the last few decades. With the advent of internet technology and the development of computer programs and the market places, people started to find ways to outsource jobs and duties to others living on the other end of the planet. This simple method of job distribution proved to be efficient and effective for businesses and people as well. In light of the recent worldwide pandemic, the freelance platform business has been highlighted as a booming sector. Orbits Industry Research has released new research on the state of the freelancing platform market, including an assessment of the many initiatives, difficulties, and possibilities that remain. In the present work-from-home paradigm, end-user adopters across industries are actively contemplating dividing their workforce into a hybrid model with regular full-time staff and a majority of freelance workers. End-user acceptance of hybrid employee models, expected to expand significantly in the next several years, according to industry experts. Because a large number of highly trained employees are looking for more flexible employment options, the market for freelancing platforms is seeing an increase in the number of people using these services.

According to various data and research, there are almost 1.2 billion people in the planet who are working in the freelancing market. Research showed that almost 59 million freelancers are from the USA. The rest are from other countries. The demand for freelancing jobs is increasing due to the benefits people get from these jobs. For example, the people who work as a freelancer does not need office space to do their work. He can simply create a place of work in his home and operate from there. There are no specific boundaries in the freelancing marketplace too. A person can learn new skills and expand his portfolio. This way, the person can create various sources of income and generate more revenue compared to others. Also, being a freelancer allows people to take work pressure based on their own ability. In general offices, the employees undergo pressure based on their workload and company planning. In the freelancing sector, the person takes

as many tasks as he can handle. This way, he can work in relax and maintain his work-life balance. The benefits of freelancing have created a new scope for people all around the world and given families a new source of income and a healthier lifestyle.

1.2 Objective of the report

The main goal of this report is to find out the business development processes (marketing and sales) of Coders-Trust Bangladesh, compare them with other companies in the same industry, and relate them with theories of these fields.

Specific objectives

• Explaining the marketing and sales activities

• Study the marketing and sales activities of Coders-Trust Bangladesh

• Identify the tactics used by competitors

• Relate them with the theories

1.3 Scope of the study

Marketing and sales are the most creative departments of every business. This study will focus on how the training and education companies manage these two departments. Also, the study will include an analysis of competitors of the company and the whole industry. Finally, the study will include a thorough study of the journals and papers that discuss about different methods and find out the lacking and problems of the company.

1.4 Background of the study

The report is based on how Coders-Trust Bangladesh runs its marketing and sales operations. After starting my internship at CodersTrust Bangladesh, I found that the company invests most of its resources on social media and online marketing platforms and educational platforms. The company was used to promote its services and products on university campuses through various types of events and programs. Also, the company is known for its support for its customers. This acted as a boost for sales and motivated the customers for purchasing their services. The company has a service-based system. They provide freelancing training to the customers and help them to create

a career out of freelancing. Also, the company is a non-profit organization and thus they have to keep the marketing and sales processes always active because customers are extremely price-sensitive and the company tries to provide scholarships based on different occasions and the availability of funds from the donators. The marketing process and procedure of the company are entirely on the online system and they have to use their marketing budget creatively to ensure maximum output.

1.5 Methodology of the study

The research of the paper relies on methodology. I collected these data through the experience of working in the company and by studying different books, papers and journals. The points of interest was discovered by me through experience with the company's work procedure and how the management of the company managed to keep their revenue flow in touch through the pandemic. The entire technique and procedure of the data collection and usage are discussed from below:

1.6 Type of data

I used two types of data in this paper:

• Primary

• Secondary

1.7 Sources of data

Primary Date	Secondary Data
▪ Working in the company	▪ Annual reports of the company
▪ Data are given by the digital marketing team and business team.	▪ Research paper
	▪ Journal
▪ Data collection from observation	▪ Books

1.8 Time of the study-
The study started on from-16 February 2022 and ended on 31 June 2022. The entire study

lasted for almost four months.

1.9 Limitations of the study

Although I tried my best to complete the report, there were a lot of limitations from all the parties related to this paper. Some of them are:

- The time of the internship is fairly short and not enough to collect the appropriate amount of data needed for a better outcome
- The company is also fairly small and has been in business for 7 years now.
- There is no specific management style followed here and this created some confusion.
- Due to restrictions from company policy, I was not able to gather all the new data
- The company does not maintain a well-developed data bank for their projects and lacks proper systems to distribute the data.

Chapter – 02: Company profile

2.1 Literature Review

For a long time, freelancing was viewed as a type of forlorn unemployed who could never get a steady job. However, in the last ten years, this development has taken on a new significance. It is common for major firms nowadays to outsource some of their responsibilities to the state in order to lower production costs. As a result, freelancers have become increasingly popular, and views have evolved. Companies find it convenient to collaborate with freelancers from afar. They don't require employment, office supplies, or consumables; they don't take vacations; they don't arrive late to work, and they don't whine about not having enough time for solitude. It's also simpler for those with health issues to acquire a job since there are fewer automobiles on the road, so they can go to work more easily. More and more young and not-so-young individuals are able to support themselves by working from home, seated at a computer. Remote job compensation climbed by 1.5 times in 2017 in comparison to 2016 in Russia's freelancing market, setting a new record for the country. It is estimated that Russia is one of the world's ten greatest markets. Nearly every fifth worker in the globe will be self-employed by 2020, according to Ernst & Young. The case is the same in almost all the countries in the world. The global freelancing industry has grown to become a 2.35 billion USD industry. Bangladesh alone brings in billions of dollars through this industry. In recent years, the number of self-employed employees, especially freelancers, has steadily increased in many industrialized nations. Because of this, the perceived advantages of freelancing remain a mystery, despite its relevance to modern economies as a group of freelancers. According to cross-sectional and longitudinal studies, freelancers are on par with other self-employed workers, employers, and salaried employees in terms of life happiness (Zwan et al, 2020). It's clear that freelancers enjoy their free time more than other self-employed professionals, employers, and salaried employees. Work satisfaction among independent contractors is substantially greater than that of salaried employees, but it does not surpass that of independent contractors and employers. The health of freelancers is on par with that of other self-employed individuals and businesses. Many aspects of life may be examined to see how various self-employed employees rate their subjective well-being overall. The freelancers are able to work according to their own routine and put out the work they are doing respectively. According to Kotler et al (2015), the marketing

process of a company depends on a lot of factors. The strategy chosen by the company needs to adhere to the company's products and offerings. If the strategies are not selected properly, the company will not be able to achieve its targets and may eventually fail in the long-term operations. Philip Kotler is considered to be the father of modern marketing. He along with other authors has researched this subject and defined various topics that have helped the people working in this field to manage everything in a better manner. Also, the author has defined new systems and strategies of marketing that have helped the entire world in reaching customers and making efficient efforts to generate sales. Ingram et al (2019) discussed that sale is a creative process that requires the employees to give proper efforts and time to communicate with possible customers and convert them to recurring ones. The process of sales requires extensive studies and research on the customers and their environments. The book discussed different sales trends, strategies, and activities. Also, the author discussed various ethical dilemmas in sales and things the employees have to endure during the whole process. The book also discussed various methods of sales techniques and generation and the ways the companies can use them for better outputs and results. A major topic of discussion in many sales organizations has been how to use social media technologies in a company's marketing plan. Today, only a small percentage of B2-B corporations utilize social media to connect with prospective clients (Rodriguez and Peterson, 2012). As a result, these media platforms are underutilized or absent entirely during the sales and marketing process. In light of the rise of the internet and Web 2.0, companies who include a social media strategy, also known as social CRM, into their marketing efforts may gain a competitive edge. Using social CRM in the prospecting process and customer engagement strategy is discussed in this paper. Additionally, the analysis of how current businesses are utilizing this new way of communicating with potential customers for B2B marketing reveals some best practices for integrating social CRM. Researchers and practitioners have focused a lot of emphasis on customer relationship management technology as a tool for improving organizational performance. Research shows that CRM technology does not consistently improve organizational performance even when organizations have invested a lot in it. Since CRM implementation research needs to be generalized outside Western contexts, the authors use data from Korean enterprises to examine how CRM technology is used to achieve business results (Chang, Park and Chai, 2010). The findings show that the relationship between CRM technology utilization and performance is moderated by marketing capacity. A further benefit of a customer-centric culture and management system is the

ease with which CRM technology may be implemented. This report will take a deep look at the marketing and sales process of CodersTrust Bangladesh and how the two departments work together to generate revenue.

2.2 organization analysis

Businesses use social media to attract consumers. CodersTrust does the same as well for their promotional activities. They have their own internal social media development department, and also hire consulting companies to help them develop social market products, and media strategies and manage their goodwill on various social media. Government agencies and Non-profit organizations use social media to disperse information about their products and services. In recent years, social media became extremely popular (and a profitable industry) and the revenue of the social media industry is growing rapidly. According to data from e-Marketer, global social media advertising revenue reached 23.68 billion US dollars in 2015. Compared with 2014, this represents an increase of 33.5%. The social media industry offers another huge advantage of providing work for people with various educational backgrounds and skills. Especially skill development institutes like Coderstrust BD. It targets a special date or targets a special occasion to grab the opportunity for generating new leads. And after generating leads they try to impress them over the phone by telling them the all details about the course. Social media is literally a blessing for it. For example- if someone likes to join digital marketing, coderstrsut post content about digital marketing, and after seeing the benefits of digital marketing people will show their interest based on the content. This is one if the major technique of promotion for Coderstrust Bangladesh. Like this- there are numerous meaningful occupations in this industry. Social media administrators and other computer scientists, computer programmers, software engineers, and designers are in high demand, but people with creative backgrounds (such as writers, graphic designers, and marketing professionals) also have great demand. Workers without technical or innovative experience can find work in HR, management, finance, accounting, digital marketing, and various fields.

2.3 Specification of the organization

Whether it is business promotion or marketing on social media for Coderstrust Bangladesh, social media is the best media platform to show its actual value. There are also included websites to promote its services. Although e-marketing and digital marketing continue to dominate, social

media marketing is increasingly popular with professionals and researchers. Almost every social media platform has a successful built-in analytics tool that enables businesses to trace the progress, achievements, and participation of advertising campaigns. This organization now uses social networks to communicate with a range of stakeholders which include current and potential employees, current and potential customers, bloggers, journalists, and the mass public. At the strategic level, social media business promotion includes governance, marketing management, framing (such as more active or passive use), and defining the "culture" and "tone" of social media required by the business.

2.4 External economic factors

Macro-environmental factors which are external factors such as inflation rate, interest rate, savings rate, exchange rate, and business cycle determine the combined demand and combined investment in the overall economy. On the other hand, micro-environmental factors include the competition that affects the company with a competitive advantage. Social media sites can utilize economic factors such as inflation, growth rate, and industry economic indicators such as Internet information provider industry growth rate, consumer spending, etc. The external economic factors that CodersTrust marketing sites like Facebook should take into account are as follows:

- Skill level of the workforce in the Internet Information Provider organization.
- Education level in the economy.
- Government intervention in the open market and related technology
- Host country's exchange rate and currency stability.
- Phase of the business cycle (e.g. prosperity, recession, recovery)
- Cost of labor and productivity in the economy
- Unemployment rate
- Economic growth rate
- Discretionary income and inflation rate.

2.5 Company rivalry

Rivalry is an important part of the skill development industry which has different faces considering In the Business to customer (B2C) model, there are a large number of organizations in this industry, and deadly cost coverage is a local disease, which serves as an alternative, not a service. In this case, however, it is an art that appears to be characteristic that is still mature. Rivalry can increase due to lower barriers to entry and lower investment costs but surviving remains a challenge like any other industry. In this case of the Business to Customers (B2C) model, many organizations that are trying to promote themselves have had to face the feared competition to stand out against the competition and it has again presented itself as an alternative to business models that work online.

Chapter – 03: Company profile

3. Overview of the company-

Both Captain Ferdinand Kearwolf and global business leader Mr. Aziz Ahmad are proud Bangladeshi-American technologists formed CodersTrust in 2014 with the purpose to make practical education accessible to the general public at a reasonable price. Making the local workforce capable of meeting the needs of global demand for digital skills and enabling people to earn a living by learning current digital capabilities. Copenhagen, Denmark-based CodersTrust operated in 11 countries with Danida, UNDP, World Bank, WFP, The Rockefeller Foundation, Save the Children, and the Dutch Foundation in a variety of initiatives with these organizations. Several venture capitals funds from throughout the world contributed to our efforts, as well as the Danish International Development Agency and the United Nations Development Program. We launched our Bangladesh business in Dhaka in 2015, with just one campus and one lab. With five contemporary campuses in Dhaka, 11 completely equipped labs, and approximately 150 team members, we're the only one to provide residential amenities. When we extend our operations outside of Dhaka, starting with Chittagong and Khulna, we have ambitions to reach outlying areas in Bangladesh. More than 25,000 people have been self-employed through CodersTrust Bangladesh's worldwide online IT jobs since it was activated. This has earned the organization the reputation of being one of Bangladesh's most trusted skill development institutes.
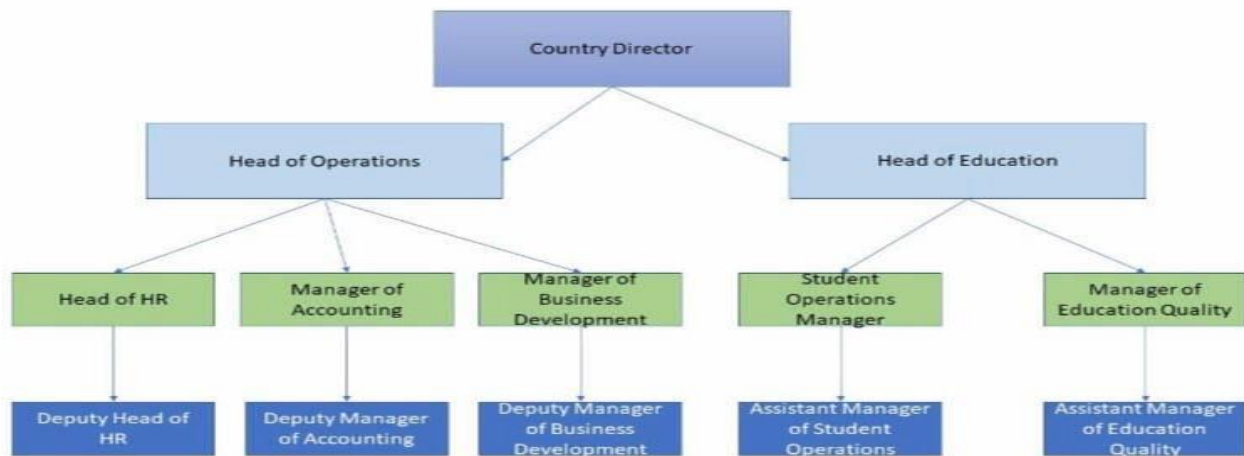
3.1 Mission of the company

CodersTrust's aim is to provide education and online employment possibilities for impoverished, disadvantaged, and marginalized groups of people, particularly young women and girls, in order to greatly increase their quality of life and financial independence. A unique environment is created when education and job production are brought together. Here, individuals from all around the world work together for the greater good. When you master a skill, the world is your oyster.

Everybody benefits from investing in the education of young people, according to CodersTrust Bangladesh. Bangladesh and other countries may earn a significant amount of foreign money through online labor marketplaces, which will benefit our students, the local economy, and our economy as a whole. As a result, by the year 2022, we want to have trained 200,000 people in Bangladesh.

3.2 Vision of the company-

With a global focus on employee development and educational advancement, the CodersTrust The ecosystem will be strengthened. As a result of our services, each user would be equipped with the knowledge and abilities necessary to make a living in the digital workplace while also creating a market for customers seeking freelance workers. We're eager to break down barriers so that everyone, regardless of age or gender, may have access to high-paying skills development outsourcing education and training to better the lives of those in need.

3.3 Company structure

Image: Company structure of CodersTrust Bangladesh

The company is fairly small in capacity and operation size. The Bangladeshi operation of the company follows functional structure. The country director oversees the entire business in Bangladesh. The Head of Operation and the Head of Education reports to him. The duties of the two department heads are to oversee their tasks and activities and ensure proper flourishment of

the business. The human resource, accounting, and business development teams fall under the jurisdiction of The Head of Operations. The education side of the whole business falls under the Head of Education. The entire operations department works in sync to promote their offerings, keeping up with supplies and ensuring proper distribution of them throughout their activities and work. Meanwhile, the entire education department works to ensure proper quality and quantity of training and education. Also, they provide support for the students who have finished their courses and started working in the freelancing marketplaces.

3.4 Corporate culture

The employees of this organization follow a common motto. That is 'Sharing is Growing'. This motto motivates the employees to work with each other and help in each other's tasks every day. This way, the company has created a friendly culture and has enabled the employees to feel loved in the workplace. The company also follows some common values such as:

• Clients are the first priority

• Search proper sectors of the freelancing industry and create new career paths

• Quick decision making

• Sense of ethics and morality

3.5 Company offerings- Product of CodersTrust Bangladesh-

The company has a lot of courses to offer to the customers. They are discussed below:

| Course types	Names of the courses
Regular Courses	▪ Graphics Design ▪ Responsive Web Design ▪ Accounts Management System ▪ Online Web Design
Premium Courses	▪ Digital Marketing ▪ Advanced Web Development ▪ Advanced SEO & Affiliate Marketing ▪ Freelancing with WordPress & Shopify

	▪ Android App Development ▪ Advanced Video Editing ▪ Advanced Facebook Marketing
Crash Courses	▪ Content Writing ▪ Advanced Excel ▪ Adobe InDesign ▪ Google Ads ▪ Shopify & Wix-Customization ▪ Logo & T-shirt design ▪ Online Video Editing ▪ English for Career
Diploma Courses	▪ Diploma in Freelancing ▪ Diploma in Development ▪ Diploma in Tech Entrepreneurship ▪ Diploma in Application Development
Corporate Courses	▪ Excel for Professionals ▪ Export Expert ▪ Time and Stress Management ▪ Marketing in new normal

Also, the company recently launched a pre-recorded class platform called '**CodersTrust.net'**. The prices of the live courses are really high and thus the customers do not want to purchase them easily. So, to fill up the market gap, the company launched this platform and the customers are now able to purchase the pre-recorded versions of the courses for a cheaper price. This is basically a recorded version of any course. It can be graphic design. So who wants to learn graphics design online but because of proper time management or pricing problem, they don't be able to do the course- it is actually for them. They can learn it at their preferable time and also can save money, it is like YouTube tutorials.

3.6 Company projects

The company designed and went through some projects which helped them to develop and teach a lot of people skills and show them a new path. For example, there was a project that was launched to develop the skills of women in the country and create a career path for them. In this project, the

company had over 1600 admissions and almost 1180 women graduated from here and are now working as a freelancer.
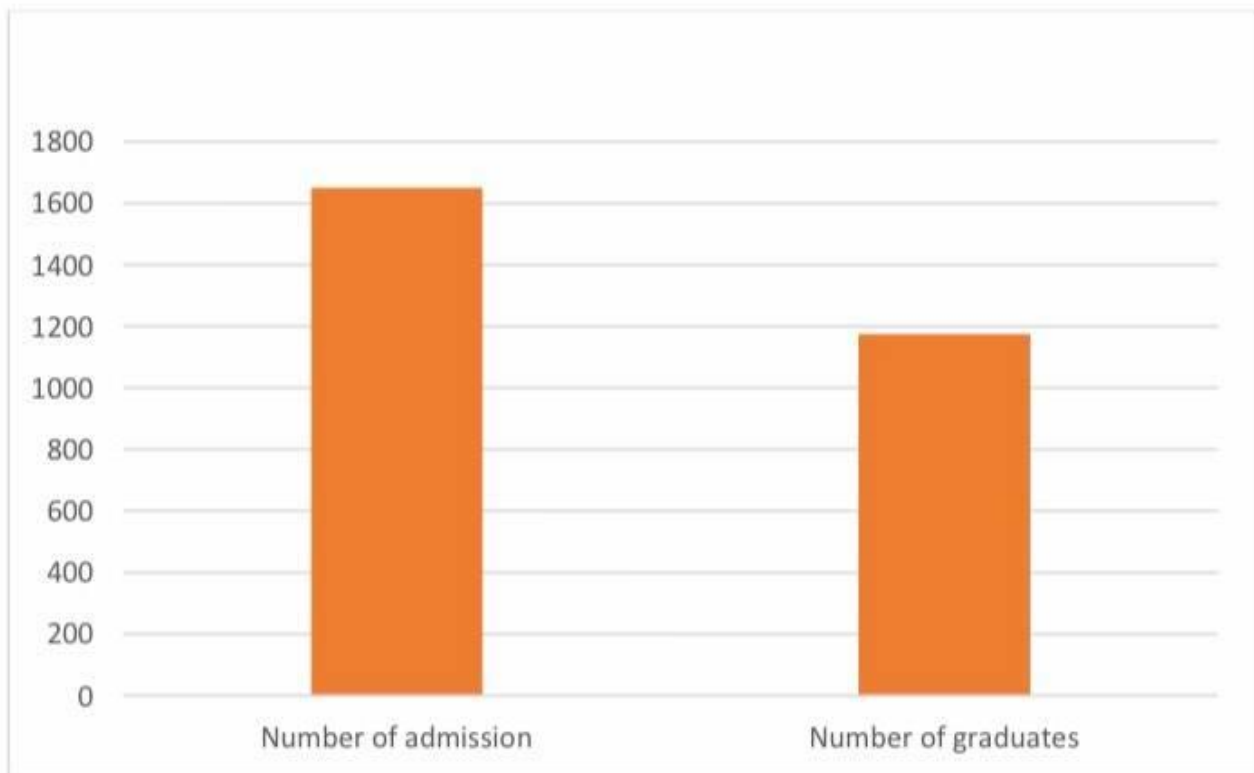
Graph: The Women's project output of CodersTrust Bangladesh

This project was successful as this helped over a thousand women to learn to freelance and develop their skills for free. Also, the company was able to teach and develop the skills of over 2,000 people in 2021 alone through regular admissions. in below, you can see regular admission data of thforyear 2021-
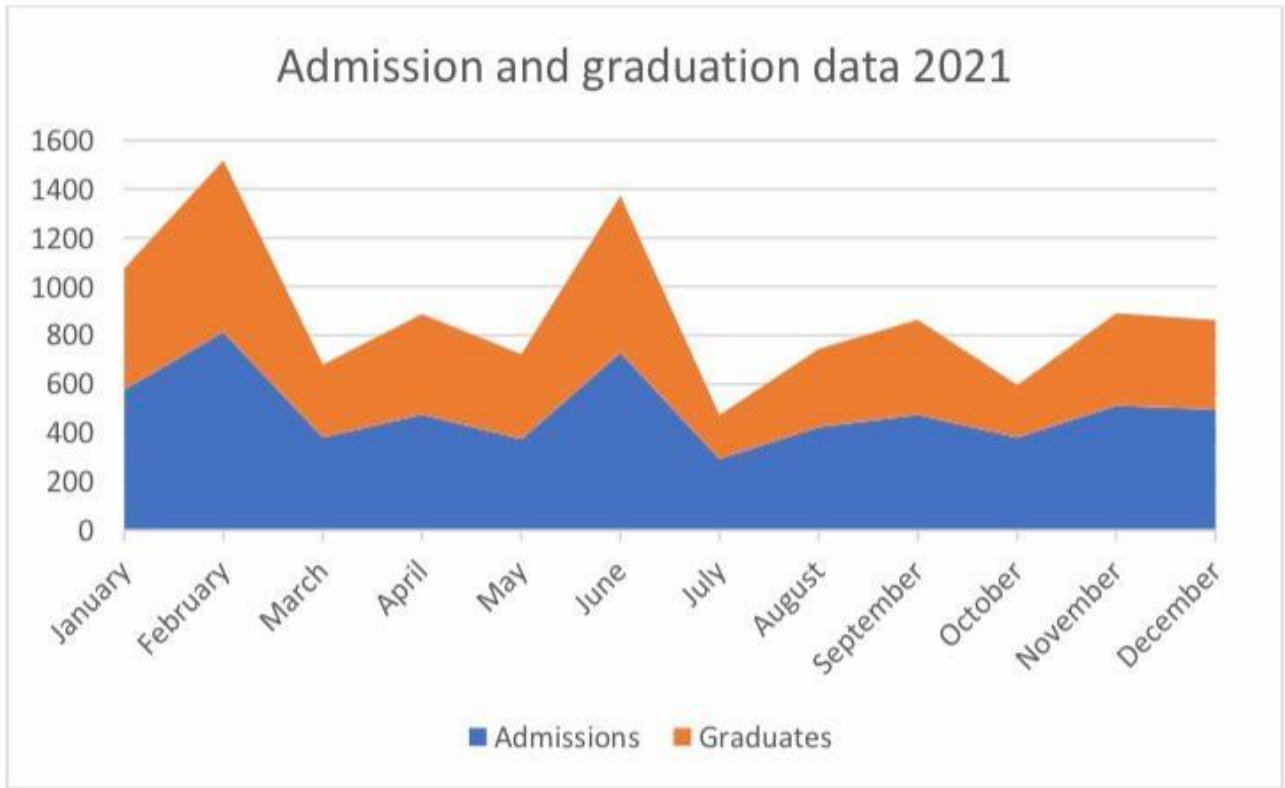
Graph: Admission and graduation data of CodersTrust Bangladesh, 2021

The company is planning to go bigger through the expansion of its operations and offerings at the same time. They were supposed to go through the expansion in 2020 but due to the Covid-19 pandemic situation, they were not able to manage this properly and as the situation has changed now, they are going to push for it now. Within a year or two, the company is supposed to be opening a few more campuses all around the country and increasing its presence in the market.

Chapter – 04: Internship Experience and Analysis

4.1 Marketing methods of the company

CodersTrust Bangladesh uses the lead generation method for sales and marketing. Because of the increased competition and the availability of available information, traditional marketing strategies such as email blasts are no longer sufficient to entice buyers. Developing a sales pipeline is made possible by the marketing technique of lead generation, which involves increasing and capturing interest in a product or service. Even small businesses may benefit from lead generation, which can be used in both B2C and B2B environments. 60% of marketers say that generating leads is a major problem for their business. It's crucial that your sales representatives don't waste time cold phoning unqualified prospects when there are techniques to filter down the pool when determining what constitutes good leads. The company is fairly active on social media and on YouTube. They use videos, posts, and images to reach the customers and attract them to their offerings. When it comes to social media marketing, publishing was the first step. Businesses used social media to spread their information in the hopes of increasing traffic to their websites and, ultimately, increasing sales as a platform for exchanging ideas and information, social media has evolved well beyond its original purpose. Social media is used in a variety of ways nowadays by businesses of all sizes. Monitoring social media conversations and responding to important mentions is an example of how a company worried about its brand's reputation may do so (social media listening and engagement). Using an analytics tool, a business may see how well it is doing on social media in terms of reach, engagement, and sales (social media analytics). If a firm wants to reach a certain group of people on a large scale, it will use social media ads that are extremely specialized (social media advertising). The term "social media management" encompasses all of these activities.

Image: CodersTrust Bangladesh Facebook advertisement (Collected from Facebook)

The company also uses the likes of Instagram and YouTube to promote its offerings and the
success of the students. There is a Facebook group created by the company where all the past
students post about their careers and earnings; they have got through the freelancing marketplaces.
This works as a word-of-mouth marketing tactic for them. The group is named 'CodersTrust
Success Stories' (Referred to in the appendices).

So, from this discussion, it can be said that the company uses two methods of marketing through
one platform. Those are:

- Content marketing
- Word-of-mouth marketing
- Digital marketing
- Offline marketing

These four systems work in sync and provide the company with an abundance of leads. The lead generation system supports the sales team. The leads are basically the customers who are interested in getting admitted or are looking for career guidance. They register through Facebook ads or the website. The sales team then contacts the customers and asks about their interests and what career they want to pursue. Also, there is a student affairs team who looks after the well-being and betterment of the students. The company is keen on providing the best possible service to the customers. The Digital Marketing team runs the ads and campaigns online and works to get the attention of the customers. Whenever a customer registers through the advertisement links or through Messenger, the automated system creates a lead in the CRM, and then they are distributed to the sales team. A potential customer is referred to as a "sales lead." There are many different types of sales leads, but one of the most commonly used is a person's contact information. Advertising, trade fairs, direct mailings, third parties, and other marketing initiatives provide businesses with sales leads. Sales leads aren't actually "prospects" in the traditional sense, because a company would have to study and evaluate a possible new customer further to identify their true intent and motivations for purchasing. Also, the website and the Facebook profile often rotate the contact numbers of the sales executives through the pages and websites. The customers often contact through those numbers to get proper guidance and also to get admitted to those courses. The sales process begins when the lead is created. The employees of the company then go through the leads and analyses for their potential. If the customers are highly likely to get admitted, those leads are given to the sales team and if the customers only want information, they are given to the student affairs team.

4.2 Use of CRM software

The use of CRM software is high in this company. The employees of this company use Zoho CRM. CRM stands for customer relationship management. Using this software, company owners are able to better connect with their customers. Additionally, CRMs aid in organization, efficiency, and time management as well as dazzling clients at every turn. Despite the fact that CRM software has been around since the mid-1990s, it has only recently emerged as a viable option for businesses. CRM platforms combine all of your sales leads and customers into a single database for easy access. Recording and analyzing phone conversations, emails, and meetings in a CRM help to

enhance customer service and generate revenue. The digital marketing team uses CRM to create leads and distribute them to the employees in the organization. Then, the assistant manager of the sales department distributes those leads to each employee and they have to work on them from then. The CRM software has a robust system where the employees are required to keep track of all their calls and their outputs. Also, with computers that have IP phones, the CRM will be able to keep the calls recorded and used for future training and analysis. The company also keeps track of the customers and contacts the students after the end of their classes to get updates regarding their careers.

4.3 What I learned through my experience-

I worked as an intern in the Business Development team and worked for both the Digital Marketing team and the Sales team. In the digital marketing team, I worked on creating the contents of the website and the social media posts. Also, the company teaches the interns how to boost posts and ads. Also, the learnings on the digital marketing team were practical. This will boost the future career of the author and help him to achieve greater success. On the other hand, the sales team experience helped the author to learn about networking with clients and colleagues. Talking to the customers and connecting with them is a great skill and has great demand in the service industry. These skills will help me to develop my professional life furthermore and achieve better results in the future.

Chapter – 05: Findings & Recommendations

5.1 Findings

The service to the customers is great. They try to ensure the success of the students. Being a nonprofitable organization, CodersTrust is able to pursue the students and provide them with proper care and chances. They do not run their operations based on profits and this gives them a huge boost in resources and uses them for the betterment of the people. There are some problems with the company too. The management is hard on the employees and this creates a negative sentiment among and also increases the turnover rate. Also, the target market of the company is fully identified which decreases the successful student numbers in the long run. If the company was to choose its target market more thoroughly, it would have been able to create more success stories compared to the present situation.

5.2 Recommendations

The company needs to work on its corporate culture more. Yes, the company is friendly to its employees but the work time schedule needs to be more thoughtful and well-being friendly. Even though the work hours are 10 AM to 6 PM. Most of the time, the work was done after 7 PM and I had to face plenty of problems because of this. On the other hand, the company is not sure about its target customer either. Most of the customers of the company come from village areas and underdeveloped areas. They do not know much about freelancing and often fail to keep up with the classes. The company data shows that too. If the company was to target university and college students in a more robust manner, they would be able to get more success in the market and their marketing strategy would work for their own benefit. Finally, the company needs to expand its curriculum and offerings in the market. If they are not able to do that, they will lag behind in the market and eventually lose their position to the competitors.

5.3 Conclusion

CodersTrust Within the country, Bangladesh is well-liked. Despite the strong rivalry from both local and foreign companies operating in Bangladesh, they have achieved remarkable progress in practically every element of their operations. Competitors on every level are working hard to take advantage of them. They ought to be aware of this. When it comes to success, they have an excellent reputation. Customer satisfaction is high. To put it another way, compared to those who

apply, the number of persons who are accepted is minimal. Surely this is a cause for concern. They go out of their way to make their consumers happy by providing a wide range of options. Consequently, they must enhance their service to attract more customers. Regardless, they've implemented cutting-edge technology to better serve their customers. They need to keep up with the times to ensure long-term success by embracing new technology and innovation. In order to attain this aim, they must identify and strengthen their own unique set of strengths and weaknesses.

Chapter – 06: References & Appendices

6.1 References

Akhmetshin, E.M., Kovalenko, K.E., Mueller, J.E., Khakimov, A.K., Yumashev, A.V. and Khairullina, A.D., 2018. Freelancing as a type of entrepreneurship: Advantages, disadvantages and development prospects. Journal of Entrepreneurship Education, 21(2), pp.1528-2651.\ Chang, W., Park, J.E. and Chaiy, S., 2010. How does CRM technology transform into organizational performance? A mediating role of marketing capability. Journal of business research, 63(8), pp.849-855. Ingram, T.N., LaForge, R.W., Avila, R.A., Schwepker, C.H. and Williams, M.R., 2019. Sales management: Analysis and decision making. Routledge. Kotler, P., Burton, S., Deans, K., Brown, L. and Armstrong, G., 2015. Marketing. Pearson Higher Education AU. Rodriguez, M. and Peterson, R.M., 2012. The role of social CRM and its potential impact on lead generation in business-to-business marketing. International Journal of Internet Marketing and Advertising, 7(2), pp.180-193. van der Zwan, P., Hessels, J. and Burger, M., 2020. Happy free willies? Investigating the relationship between freelancing and subjective well-being. Small Business Economics, 55(2), pp.475-491.

6.2 Appendices
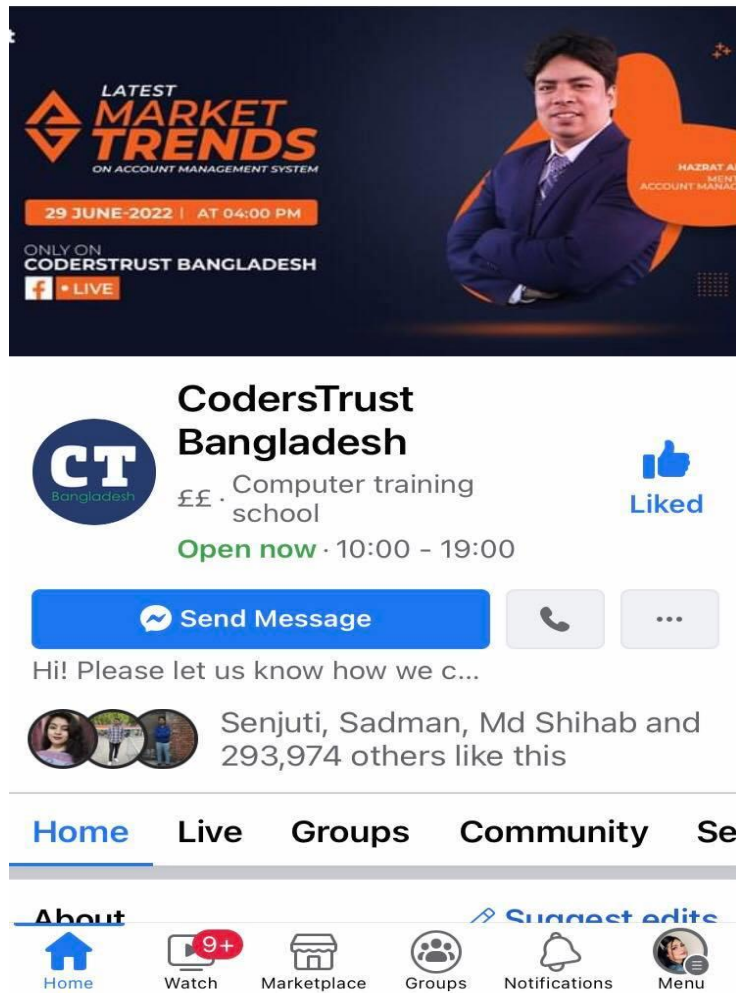
Image: CodersTrust Bangladesh Facebook page

Image: CodersTrust Bangladesh Facebook Group of Success Stories
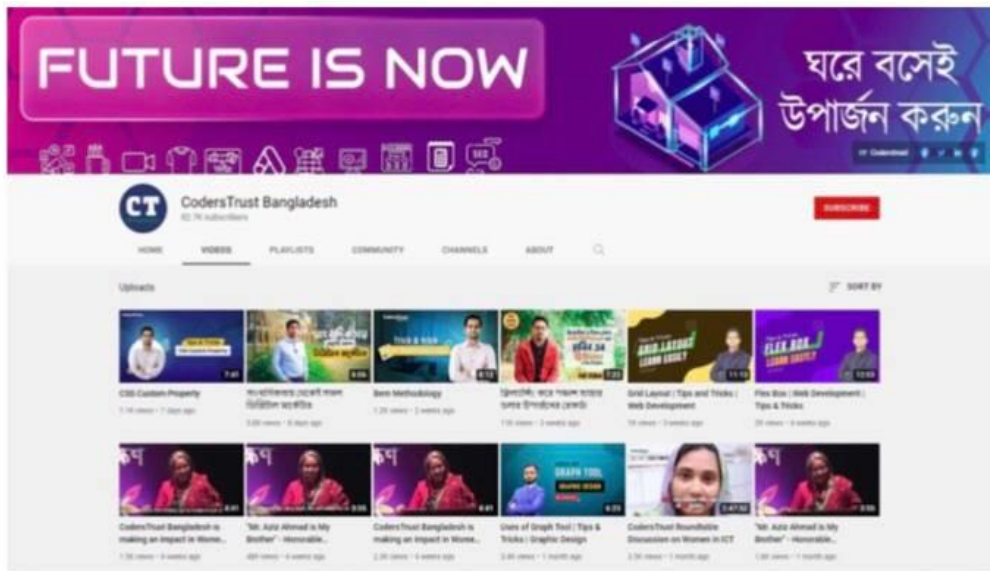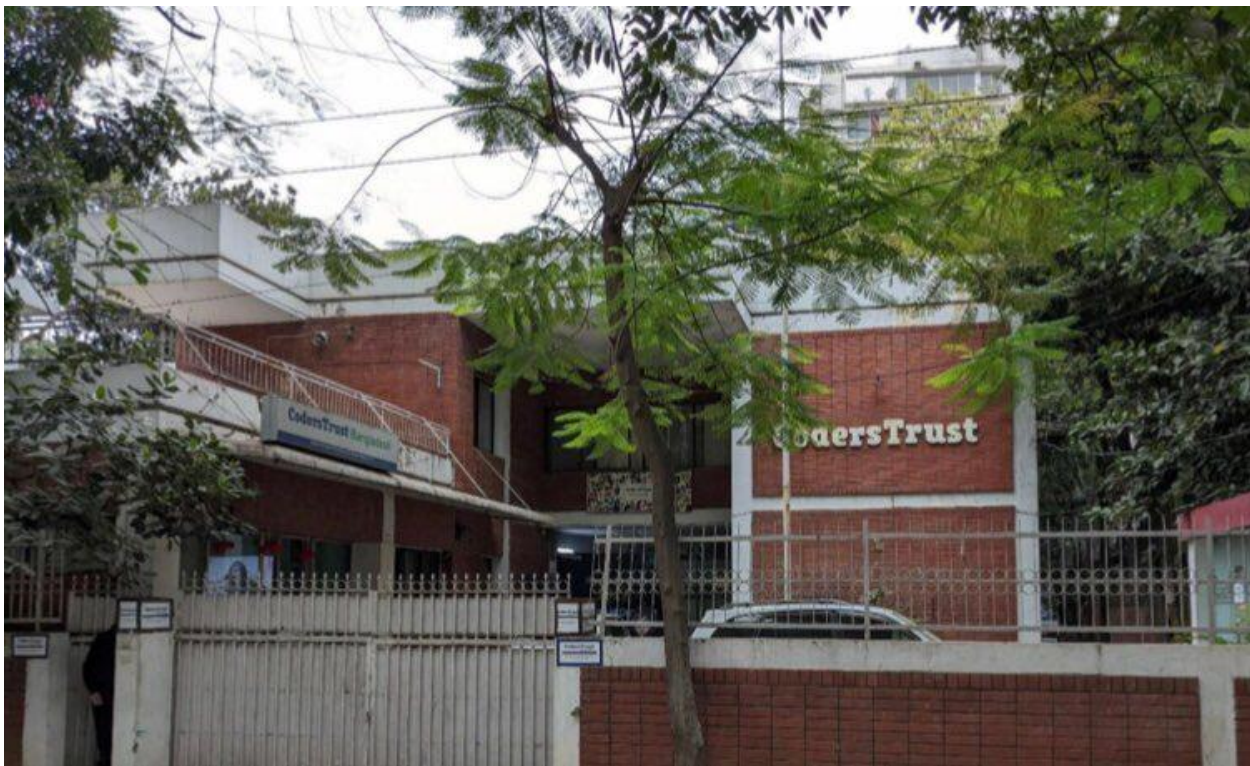

Image: CodersTrust Bangladesh YouTube Channel

Image: CodersTrust Bangladesh website page

Image: The office of CodersTrust Bangladesh