

Strategic Sales Management

CodersTrust Bangladesh



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This report is submitted to the School of Business and Economics at United International University as a partial requirement for the completion of the Bachelor of Business Administration degree.

Strategic Sales Management – CodersTrust Bangladesh

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Letter of Transmittal

August 17, 2024

Dr. Seyama Sultana

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Subject: Submission of Internship Report.

Dear Sir,

I am pleased to submit this report as a significant component of my "Bachelor of Business Administration" degree at United International University. It brings me great satisfaction to present the internship report titled "Strategic Sales Management of CodersTrust Bangladesh."

In line with your directions, I have done everything that I am capable of doing to complete the assignment. I have also taken into consideration my own subjective impression and appraisal of my willingness. To that end, I would be grateful if you could take the time to go over this report and share your constructive input. Additionally, if you have any issues that need to be clarified, it would be a joy to hear from you.

Sincerely

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Declaration of the Student

I, Israt Yasmin, ID: 111 171 012, from the School of Business and Economics (Marketing) at United International University, Bangladesh, hereby declare that this internship report on the topic "Strategic Sales Management of CodersTrust Bangladesh" is my original work. I completed this report under the guidance of Dr. Seyama Sultana, Associate Professor, School of Business and Economics, United International University.

I hereby declare that I have prepared this internship report entirely on my own. To the best of my knowledge, no part of this report has been taken from any other person's work, whether previously published or written, that has been approved by UIU or any other educational institution.

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Acknowledgement

I want to start off by conveying my sincere thankfulness for Allah, who has given me the bravery and self-assurance to finish both my studies and my internship program.

I sincerely appreciate all of the help and support that my supervisor, Dr. Seyama Sultana, an assistant professor at United International University, has given me. She inspired me to write an outstanding work report throughout my internship and gave me advice on how to give it a personal touch. Her encouragement and open-mindedness gave me the extra push I needed to excel and conquer obstacles. Under her supervision, it was a genuinely fantastic opportunity to finish the study and report.

In closing, let me express my gratitude to all those who have read this report and will find value in the knowledge it includes, both now and in the future. I also want to express my gratitude to all of my professors over the last four years, whose advice, support, encouragement, and teaching have helped me get ready for a job in the business sector.

Executive Summary

"Sales management" in this context refers to the process of effectively reaching sales objectives through precise financial and investment forecasts. The aim of sales management is to support a company in maximizing its sales staff's skills and achieving marketing goals efficiently. As digitization accelerates, many underdeveloped countries, including Bangladesh is now concentrating on the digital economy, especially in the global digital outsourcing sector. Digitalizing an economy allows for speedier economic growth by generating new job possibilities and encouraging innovation in the country's service sector. Many large corporations in affluent nations like the United States, the United Kingdom, and Australia outsource their IT work to places like Bangladesh in order to cut costs and minimize risks.

An organization called CodersTrust is dedicated to giving students in developing nations access to microcredit and instruction in both soft and technical skills. CodersTrust was established with funding from the Daniela Development Fund and the Danish International Development Agency to assist students from impoverished nations in improving their programming abilities and standing out in the freelancing market. This study aims to explore the concept of strategic sales management and examine how CodersTrust Bangladesh, a company specializing in talent training and development, manages its revenue through various sales and marketing strategies. Key areas identified for attention include live consulting, increasing client satisfaction, delivering improved customer responses, expanding the number of campuses and branches, and launching a university campaign. These strategies are designed to help the firm grow in both sales volume and organizational development.

Keywords: CodersTrust Bangladesh, IT Training Academy, Outsourcing industry, advertising tactics, and Strategic management of sales.

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List of Abbreviation

Abbreviation	Definition
IT	Information Technology
BASIS	Bangladesh Associations for Software and Information
UNDP	United Nations Development Programme
WFP	World Food Programme
BTEB	Bangladesh Technical Education Board
DANIDA	Danish International Development Agency
ICT	Information and Communication Technology
PKSF	Pakistan Social Fund
NSDA	National Skill Development Authority
BITAC	Bangladesh Industrial Technical Assistance Center
BASIS	Bangladesh Association of Software and Information Services
CTBD	CodersTrust Bangladesh Limited
ELMS	eLearning Management System
BICC	Bangabandhu International Conference Center
B2B	Business to Business
CRM	Customer Relationship Management

CHAPTER I: INTRODUCTION

1.1 Background of the Report

Bangladesh is now the second-largest exporter of virtual workforce in the world due to its quick digitization and high rate of jobless educated workers. This expansion fits into a larger pattern in developing nations such as Bangladesh that emphasizes the digital economy, which is a worldwide market for digital outsourcing. This change is being driven by how quickly things are becoming digital. Raising a nation's degree of digitization can hasten its economic development because it not only encourages service industry innovation but also generates additional jobs within the nation. There are now more chances than ever to work as a freelancer (Zamana, 2019). This is the outcome of large corporations in affluent countries such as Australia, the US, and the UK increasingly turning to information technology outsourcing in Bangladesh and other countries.

Freelancers and businesses can communicate with each other to deliver outsourced services using a variety of channels that support freelancing and outsourcing. One example of this kind of business is CodersTrust, which gives independent experts the opportunity to share their knowledge globally in addition to assisting them in developing their skills. These independent contractors harbor a cautious optimism over Bangladesh's potential to become one of the world's most prosperous export nations. The primary goal of this study is to examine how Bangladesh's CodersTrust uses marketing strategies to boost sales and make a substantial contribution to the overall performance enhancement of the company.

Because the internet and the web are so widely available, people all around the nation now have access to a multitude of options and chances. Instead of lamenting the limited options for employment in the traditional labor market, this has encouraged many people to look into the prospect of working for themselves as freelancers.

1.2 Objectives of the Report

The goal of this study is to analyze the internal strengths and weaknesses of the company and to obtain a thorough grasp of the marketing and sales methods used by the company. The study will also look at the advantages and disadvantages that the outside world presents. The objective of this internship is to improve academic knowledge as well as practical comprehension through practical application.

The specific goals of the study are outlined below.

General Objective

The purpose of this study is to investigate and evaluate the sales and marketing methods that CodersTrust Bangladesh has employed.

Specific Objectives

1. The process of acquiring knowledge regarding the overview of CodersTrust Bangladesh.
2. This analysis's goal is to pinpoint CodersTrust Bangladesh's opportunities, risks, advantages, and disadvantages.
3. Learn about the marketing and sales strategies that CodersTrust Bangladesh use.
4. To investigate the relationship that CodersTrust Bangladesh has with its clients and the sales methods that it uses.
5. To identify the obstacles associated with marketing strategies that affect the sales volume of CodersTrust Bangladesh, the aim is to determine them.
6. To provide CodersTrust Bangladesh with suggestions and ideas for enhancing the sales tactics and procedures that are currently in place

1.3 Motivation of the Report

I will always be grateful to Almighty Allah, as well as to all my course teachers at United International University, my colleagues, and my internship course supervisor for their teaching, support, and assistance in completing my internship and research.

1.4 Scope and Limitations of the Report

Scope of the study

- Various accessible sources provided ample information for this report.
- CodersTrust's status as an international organization allowed for the observation of multicultural activities.
- Adequate time was available for thorough research and preparation of this paper.

Limitation of the study:

- Contacting higher authorities based outside the country was not possible.
- The sales job during the internship involved significant work and mental pressure, hindering the observation of top-level strategies and techniques within the organization.
- The limited duration of the internship prevented a deep focus on all aspects of the organization, posing a major challenge in timely report preparation.
- Due to the company's privacy policies, sufficient data on CodersTrust BD was not always available, as some information is not disclosed to all employees.

1.5 Definition of Key Terms

Strategic Sales Management:

Leading the individuals and procedures your company employs to sell to potential clients and turn them into customers is a key aspect of strategic sales management. A carefully organized sales management system aids in identifying potential customers, developing successful sales tactics, and efficiently finalizing deals. By streamlining the sales process, businesses can increase revenue and reach their financial objectives.

Marketing Strategies:

An organization's marketing strategies involve distributing its resources to different platforms and channels in order to boost sales and secure a lasting competitive edge in its market.

Outsourcing Marketing:

Hiring an external party to manage some or all of your marketing efforts is what outsourcing marketing involves. This third party can be a digital marketing agency, a marketing consultant, or a freelance marketer, and they may work either remotely or alongside you in an office.

IT Training Institute:

Any organization providing technology education classes, such as public libraries, educational institutions, and job training resource centers, can be considered an IT training institute. These institutes generally have computer labs and offer instruction in fundamental computer skills and software.

CodersTrust Bangladesh:

CodersTrust Bangladesh provides skill-oriented education and digital workforce development through an EdTech platform on a global scale. Currently, CodersTrust serves more than 3 million learners and professionals, as well as over 2300 academic institutions in 15 or more countries.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

Bangladesh is emerging as one of the fastest-growing IT hubs globally. The youth play a pivotal role in shaping societal perspectives and lives. With high youth unemployment, freelancing and outsourcing have become key strategies to address this issue. Traditionally, the education system in Bangladesh emphasized stable, conventional careers, often overlooking innovation. However, societal views are changing. Numerous platforms now exist for outsourcing and freelancing, connecting businesses with freelancers ready to work. CodersTrust is one such platform. Freelancers from Bangladesh are providing their expertise globally and expanding their capabilities. With widespread internet access across the country, opportunities have significantly increased. This shift has led many to pursue freelancing rather than remain frustrated by the lack of opportunities in the traditional job market. According to the Bangladesh Association for Software and Information Services (BASIS), over 550,000 Bangladeshis are now part of the unique freelance economy.

2.1.2 Trend and Growth

Captain Ferdinand Kearwolf and Mr. Aziz Ahmad, both engineers of Bangladeshi-American origin, founded CodersTrust in 2014 with the aim of offering affordable practical education to the masses. Their mission is to enhance employment levels by equipping individuals with modern digital skills, thereby meeting the demands of the global workforce.



Figure 1: Number of Graduate Students and Expert Mentors

Since its founding in New York City, CodersTrust has partnered with multiple global organizations, such as the Rockefeller Foundation, Save the Children, the World Bank, the United Nations Development Programme (UNDP), and the World Food Programme (WFP). Financial backing has been received from the Danish International Development Agency, the UNDP, and various international venture capital funds.

CodersTrust has collaborated with various international organizations since its establishment in New York City, including the Rockefeller Foundation, Save the Children, the World Bank, the UNDP, and the WFP. Financial assistance has been provided by the Danish International Development Agency, the UNDP, and numerous venture capital funds worldwide.

In 2015, CodersTrust established its operations in Bangladesh, starting with a single campus and laboratory. Today, the organization boasts over 150 employees, 11 state-of-the-art laboratories, and five modern campuses in Dhaka. Expansion plans include extending operations to Khulna and Chittagong. CodersTrust Bangladesh has become a reputable firm specializing in skill development, assisting over 60,000 individuals in securing freelance work on global IT projects.

2.1.3 Customer Mix

In marketing management, people are the most crucial element of any product or service. CodersTrust Bangladesh ensures its staff is involved in the broader engagement process. The company's representatives, drawn from the business development and digital marketing teams, are spread across various regions in Bangladesh. With over 100 employees, the marketing team is well-trained to engage customers and provide excellent service. The sales department focuses on maintaining positive client relationships, reaching out to interested parties, and offering in-person counseling about services and opportunities. Upon customer agreement, the business team collects the course fees and initiates the admissions process.

2.1.4 Product/Service Mix

CodersTrust Bangladesh prioritizes the quality and relevance of its products. Their offerings are well-received by students and professionals alike, providing a range of training materials for various job skills. The company focuses on product diversity, differentiation, and elimination based on customer needs. Supplies are available both online and in physical locations. CodersTrust has developed high-demand programs that offer freelancers a stable income. The duration of these programs varies from three to ten months, depending on the subject matter and level of complexity. In order to promote continuous learning, the company provides one-on-one coaching sessions and workshops. They have also initiated a project with the goal of empowering women by offering free freelance training to 2,000 female students by 2022. Furthermore, CodersTrust extends a 50% discount to individuals facing disadvantages or disabilities. CodersTrust offers short-term courses as well as long-term courses.

Training Course (Short Term)			
Sl.	Title of the Course	Duration of the Programs	Training Areas
01.	Graphic Design	3 months/ 72 hours	Adobe Photoshop/ Adobe Illustrator
02.	Digital Marketing	3 months/ 72 hours	You-Tube, Face book, Email, Instagram and Twitter, Marketing
03.	Responsive Web Design	4 months/ 96 hours	CSS3, HTML5, Bootstrap, theme customization and Word Press
04.	Account Management System	2 months/ 48hours	Zero and QuickBooks
05.	Advance Web Development	5 months/ 120hours	Laravel and PHP
06.	Android App Development	3 months/ 72 hours	Google Map, working and sensors API Integration
07.	Professional Video Editing	2 months/ 48 hours	Premier Pro, Edius, Davinci and Final Cut Pro
08.	Exoculate	2 months/ 48hours	Valuation, Financial statement, data visualization, graphs, chart, forecast trade analysis of sales
09.	3D Game Development	3 months/ 72 hours	Substance Painter, Marmoset Toolbag3 and Maya
10.	Word Press theme Customization	3 months/ 72 hours	Premium Theme and Plunging

11.	Business Communication	2 months/ 48hours	Prepare reports, development of interpersonal skills, utilization of electronic presentation and software
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Table 1: Training Courses at CodersTrust Bangladesh

CodersTrust provides extensive Diploma Courses that cover a longer duration and come with specific offerings for businesses. These offerings include continuous support, enabling individuals to reach out to mentors whenever they need help from the company's staff. Moreover, individuals enrolled in the diploma courses will obtain a certificate that holds international recognition.

Diploma Training Courses			
Sl.	Title of the Course	Duration of the Programs	Training Areas
01.	Diploma in Entrepreneurs hip	9 months	Graphics Design and Word Press theme customization
02.	Diploma in Professional Freelancing	10 months	Graphics Design, Responsive Web Design and Digital marketing
03.	Diploma in Web Development	11 months	Advance web development, Graphics Design and Responsive Web Design

Table 2: Diploma Training Courses at CodersTrust Bangladesh

2.1.5 Operations

A service's process encompasses the various methods through which it can be delivered to the client. Consequently, multiple approaches can be employed to provide the service. At CodersTrust Bangladesh, the service delivery process follows a strategic sequence, starting with initial customer or client contact and culminating in a course review. In business and sales literature, extended selling is a term with multiple definitions. Some interpret processes as a pathway to achieving specific outcomes, such as attaining a 31% market share through the execution of a sales strategy.

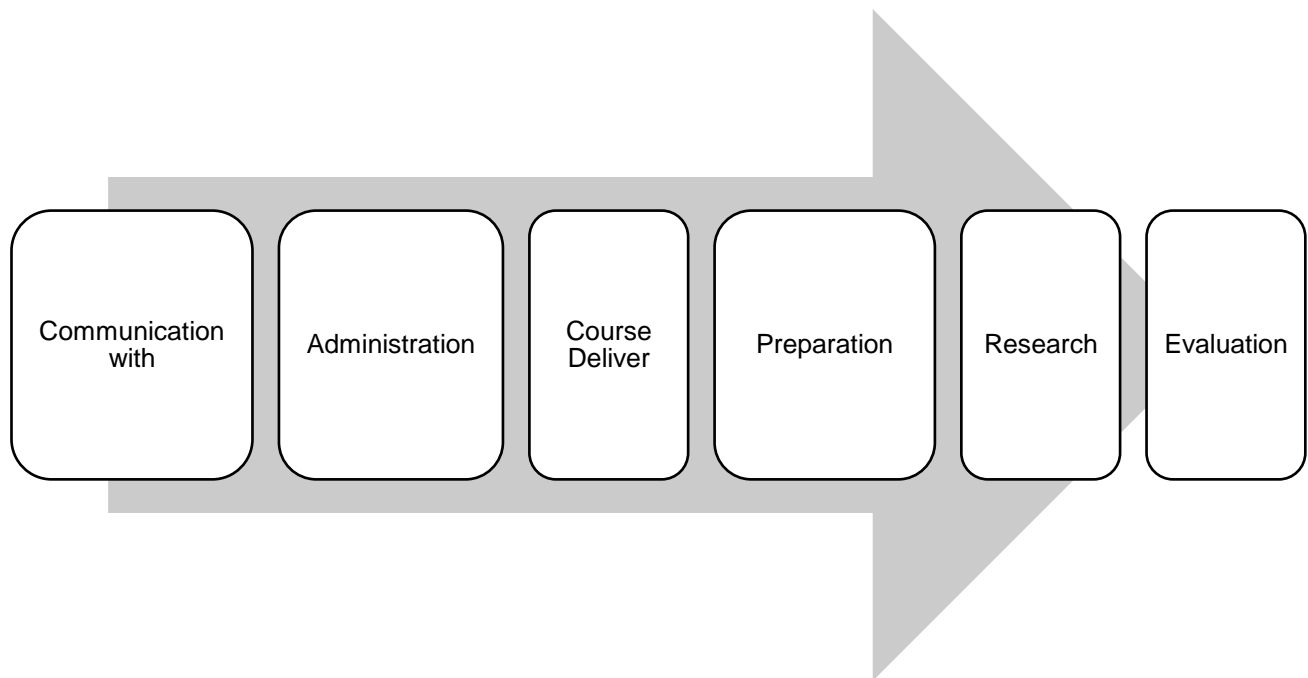


Figure 2: CodersTrust Bangladesh Service Process

CodersTrust Bangladesh employs a diverse team of over 100 individuals in its business development and digital marketing departments. These employees represent the company across various regions in Bangladesh. The marketing team excels in customer service and corporate engagement, playing a vital role in nurturing client relationships and driving sales. Key responsibilities of the sales team include simplifying the process for prospective customers by reaching out and inviting them for in-person consultations. Once a client decides to enroll in a course, the business team handles the course fee collection and initiates the admission process.

CodersTrust has effectively overseen projects in 11 countries spanning Europe and Asia, such as India, Kosovo, Malaysia, Bangladesh, Bhutan, Iraq, Kenya, Honduras, Poland, and Jordan. The company has operational bases in Denmark, Bangladesh, the United States, and Kosovo, with its main headquarters situated in Denmark. In Bangladesh, CodersTrust is the sole provider of skill development and IT training through its center. Within Dhaka, the company has established five training sites.

Number of Branches/Campus		
District	Area	Campus
Dhaka	Banani	01
	Dhanmondi	01
	Malibagh	01
	Mirpur	01
Chattogram	Opening Soon	

Table 3: Number of Branches and Campuses of CodersTrust Bangladesh

2.1.6 SWOT analysis

Strength

- Culture within the Organization and the Environment
- Reputation in the Market
- Mentors Who Are Both Skilled and Experienced
- The Sales Team and Employees Who Are effective
- Students and trainees have access to a support system.
- Training Programs & Courses Available in a Wide Variety
- Approved by the BTEB
- Ratio of Success
- Working Together with Robi Axiata

Weakness

- The number of campuses and branches is rather limited.
- In terms of staff and employees, the turnover rate
- Prices for classes are somewhat costly.
- Students who withdraw from school
- Inadequate use of online marketing

Opportunities

- More courses on freelancing are being introduced.
- Increasing the capability for serving students around the nation on campus
- The provision of facilities and services over the internet
- It is now possible to put up people who are deserving of consideration.
- The reduction of unemployment

- The programme for off-camping training should be expanded.

Threat

- Involvement in newly established educational institutions
- An in-depth assessment
- The existing economic condition in the specific market
- Regulations and support from the governing body

2.2 Industry analysis

2.2.1 Specification of the Industry

Company Profile

CodersTrust is a global organization dedicated to empowering and educating IT professionals worldwide. It aims to improve the lives of economically disadvantaged individuals, especially those from vulnerable segments of society and the younger generation, with a particular focus on women. Their goal is to provide students and trainees in developing nations with training in technical and soft skills, such as communication and interpersonal skills, to enhance their prospects in the global workforce. The organization's main objective is to establish an educational system that prioritizes information technology (IT), while also offering reasonable tuition and scholarship programs for those in need. CodersTrust has received support from various organizations including the United Nations Development Programme (UNDP), Danish International Development Agency (DANIDA), World Bank, Dutch Foundation, World Food Programme (WFP), Swanirvar Bangladesh, CARE Bangladesh, BRAC, Ministry of Information and Communication Technology (ICT) Bangladesh, Ministry of Expatriates' Welfare, Overseas Employment, and Pakistan Social Fund (PKSF). Their training and mentorship program has been recognized by the National Skill Development Authority (NSDA), Bangladesh Information and Communication Technology Division (ICT Division), BITAC, and BASIS. Constantly striving to develop new programs and improve existing training facilities remains a top priority for CodersTrust.



Figure 3: CodersTrust Bangladesh at a Glance

Mission

Through the establishment of connections between impoverished and disadvantaged communities and online labor markets and educational possibilities, the objective is to considerably improve the quality of income-earning prospects and to achieve economic self-sufficiency.:

- For the purpose of establishing itself as the leading provider of creative solutions for the development of a nation that has experienced a digital revolution;
- In want to position ourselves as the organization that offers a high-quality employment fair.
- Give businesses access to high-quality training and development services for their employees.
- To become the industry's exclusive provider of outsourced solutions and support, we intend to position ourselves as the exclusive one-stop shop.
- Establish yourself as a supplier of training and education that is environmentally mindful in order to guarantee both quality and cost-effectiveness.
- The provision of low-cost and free online courses to students through the use of the internet.
- In order to overcome the difficulties that are brought about by unemployment.

Vision

Their goal is to expand the CodersTrust Ecosystem in order to facilitate the growth of job and educational opportunities on an international scale. In addition to providing a platform for clients who are interested in hiring independent contractors, they also provide consumers the opportunity to learn skills that are helpful to them. The company is prepared to eliminate hurdles that stand in the way of individuals of all ages and genders who have exceptional earning potential in order to facilitate the acquisition of skills via the outsourcing of skills training and education.

Slogan

"BECOME A ROCKSTAR FREELANCER" is the tagline or slogan employed by the company.

2.2.2 Size, Trend, and Maturity of the Industry

Specific Departments & their work

Human Resource Development:

The Human Resource Development function ensures systematic management of personnel to optimize job performance.

Responsibilities include:

- Promoting available positions, identifying potential candidates, reviewing applications, and carrying out initial interviews.
- Collaborating with managers to make ultimate hiring choices.
- Providing thorough orientation programs to assist new employees in acclimating to the company's culture and surroundings.
- Evaluating and examining employee compensation to guarantee alignment with industry benchmarks.

Department of Accounts:

This department manages all financial transactions and operations, including:

- Handling payments, monitoring invoices for cash flow, and overseeing incoming payments for cash inflow.
- Making sure employee compensation is processed on time through payroll.
- Compiling financial reports including balance sheets, financial position statements, and budgets.
- Supervising financial operations to avoid errors, fraud, and theft.

Educational Department:

Overseen by career consultants, this department focuses on delivering quality education through:

- Employing highly qualified mentors with scientific backgrounds and extensive computer expertise.

- Developing and managing course materials and modules, offering both offline and online courses.
- Providing freelance advice during and after training.
- Scheduling lessons, tests, and final assessments, and offering 24/7 online support for technical issues and career guidance.

Student Affairs Department:

Responsible for career guidance and additional training for enrolled students. Key duties include:

- Notifying students about class schedules through email, phone, and text.
- Addressing student issues to ensure they stay on track, including monitoring attendance and contributions.

Business Development:

This department focuses on expanding the company's reach and profitability by:

- Analyzing competitors and offering consultancy services.
- Investigating the external environment, including government regulations.
- Generating new sales leads, offering marketing and pitching services, and maintaining client relationships.
- Creating PowerPoint presentations and preparing for sales through shop displays.
- Keeping clients informed about service updates and contributing to company strategy and estimates.
- Conducting negotiations through various communication channels and working towards achieving sales goals.
- Training and supporting staff members to enhance their skills.

Digital Marketing:

The Digital Marketing department drives the company's online marketing efforts through:

- Implementing various internet marketing strategies, including promotion, advertising, and social media marketing.
- Developing research files and market survey reports.
- Regularly updating social media platforms with information about product enhancements, price reductions, new offerings, and upcoming events.

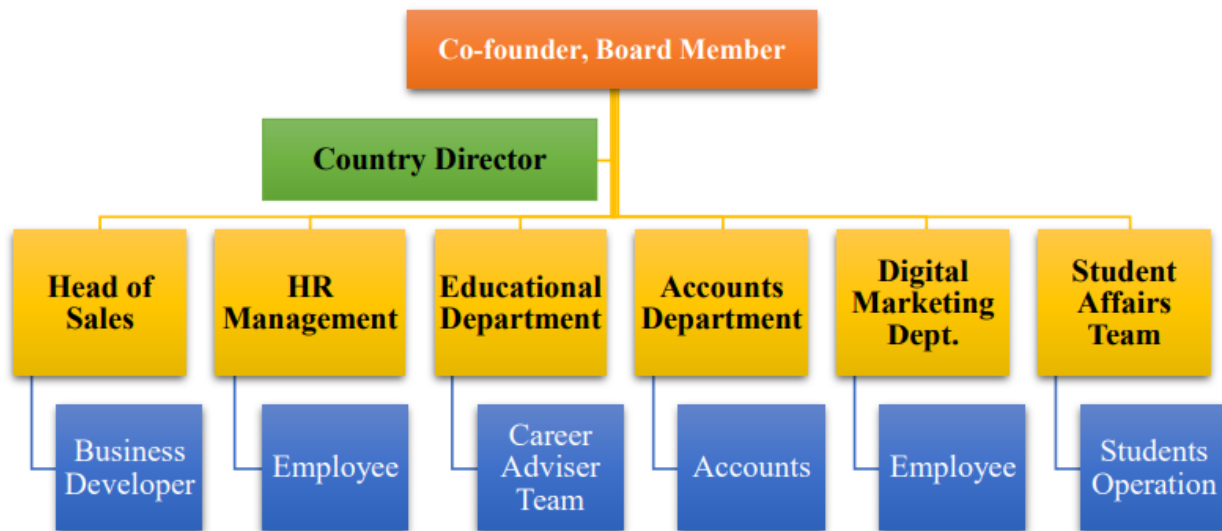


Figure 4: Organogram of CodersTrust Bangladesh

Course Fees:

The pricing of a product is influenced by various factors such as its target market, production costs, affordability for the target audience, and broader economic conditions (Badi, 2018). CodersTrust Bangladesh has successfully captured a significant share of the Bangladeshi skill development market by offering high-quality products and services at competitive prices.

Promotional Activities:

For a product to thrive in today's competitive market, effective communication with potential customers is essential. CodersTrust employs a range of promotional strategies to generate interest and drive sales:

Billboard Advertising: CodersTrust utilizes strategically placed billboards across Dhaka, targeting key areas such as universities and business districts. These billboards are regularly updated with information on new courses, facilities, and promotional offers.

Social Media Marketing: Leveraging the power of social media, CodersTrust engages in various activities, including pop-up ads, webpage maintenance, and marketing on platforms like YouTube and Instagram. They also employ search engine optimization techniques to enhance their online presence.

Television Advertising: Television remains a potent medium for broad reach, and CodersTrust Bangladesh invests in eye-catching TV ads across multiple channels to disseminate information about their offerings.

Website: CodersTrust's website, <https://coderstrustbd.com/>, serves as a comprehensive resource for all services and facilities. It is regularly updated with the latest product information, discounts, and contact details, playing a crucial role in their promotional efforts.

2.2.3 External Economic Factors

a) Organizational Culture and Environment

At CodersTrust Bangladesh (CTBD), the organizational culture is meticulously structured to foster a supportive and motivating environment. Employees are encouraged to contribute positively to the well-being of others and to enhance their employability across various sectors. This culture promotes active participation in responsibilities beyond their primary roles, focusing on the organization's growth and support for other groups. Such involvement helps employees realize their full potential by engaging in meaningful activities.

b) Experienced and Skilled Mentors

CTBD's competitive edge largely stems from the expertise of its mentors. The organization has carefully selected highly qualified instructors for a diverse range of online and offline courses. Key considerations in this selection process include:

- Extensive experience and skill in their respective fields
- Minimum educational qualifications
- Varied levels of conventional knowledge and expertise in specific subjects
- Professional experience and performance evaluations
- Proficiency in teaching and training students of different skill levels
- Understanding students with varying levels of intellectual achievement
- Professional skills in freelancing and the ability to generate income through freelancing
- Global standard certification recognized in the field
- Effective communication with students and teachers in an independent, cooperative manner
- Mentors also engage with interested individuals via the CTBD website, Facebook page, or messaging platforms, providing course details, offering freelancing employment encouragement, and informing them about special offers.
- They assist students in choosing suitable courses based on their educational background and career goals and facilitate the registration process for those interested.

c) Assistance System for Trainees and Students

CodersTrust provides a comprehensive support structure to guarantee a seamless and rewarding experience for all participants. This system comprises a student support community, a Facebook support group, a student affairs team, and ELMS Talents, all accessible online at any time. CTBD offers a range of courses in Bangladesh that cater to different characteristics and needs. These courses not only equip participants for successful freelancing careers but also impart skills relevant to traditional employment.

d) Accredited by BTEB

The Bangladesh Technical Education Board (BTEB) oversees and advances secondary technical and vocational education in Bangladesh. BTEB is responsible for developing curriculum, producing educational resources, granting affiliations to technical and vocational institutions, overseeing admissions, and conducting examinations.

e) Rate of Achievement

CTBD maintains a high success rate for its students by strictly adhering to rules and regulations. The academic affairs department meticulously tracks the progress of each student. Compared to other educational institutions in Bangladesh, CTBD consistently achieves a higher graduation rate. The organization ensures consistent quality and accessibility throughout the learning process, supported by highly effective management teams, skilled mentors, and efficient operations management systems. They also oversee individual mentoring activities within the courses.

f) Partnership with Robi Axiata

CTBD, in partnership with Robi Axiata Limited, offers a complimentary 30-GB data plan for three months to students in remote areas. This effort helps aspiring coders to become proficient freelancers in both local and global markets. Robi Axiata provides a 4.5G modem with high-speed digital connectivity to facilitate freelancing training nationwide. This collaboration aims to deliver freelance training in rural Bangladesh, ensuring access to high-speed internet and professional networks. Robi Axiata Limited, a leading 4G mobile operator in Bangladesh, ensures good network coverage in rural areas.

2.2.4 Technological Factors

Modern businesses rely heavily on technology for various aspects, including production, sales, and customer service. By leveraging technology, a business can enhance productivity, reduce labor costs and time, and gain a competitive edge. The primary technological applications in business include digital media, e-commerce, and automation. Notably, CodersTrust conducts 70% of its marketing online through various internet marketing strategies:

Social Media Marketing:

CodersTrust utilizes platforms like Facebook, Twitter, Instagram, LinkedIn, and YouTube for social media marketing. This approach is cost-effective and efficient in reaching customers. Through these channels, they share important information, such as course details, special offers, updates, and success stories from freelancers within their community.

Email Marketing:

When visitors to the CodersTrust website provide their email addresses for information, the sales team sends them details about courses, current promotions, and discounted rates to help them make informed decisions.

Content Marketing:

CodersTrust produces digital content such as blog posts, videos, and social media updates as a way to indirectly advertise their services.

Offline Marketing:

In addition to online marketing, CodersTrust engages in offline marketing to reach a broader audience. They use billboards, banners, and posters to attract customers and have established four branches shared with the community and other markets. They also conduct workshops and seminars at universities and participate in events like "Unayan Mela" at BICC to strengthen their organizational presence and attract clients with various offers.

2.2.5 Barriers to Entry

a) Limited Number of Campuses and Branches:

CodersTrust currently operates five campuses within Dhaka, enabling a localized presence. While the organization is rapidly growing and transitioning from beginner to advanced levels, expanding nationwide will take time. Efforts are being made to extend operations to other regions, with the aim of overcoming current limitations, particularly in rural areas.

b) High Employee Turnover Rate:

One significant challenge for CodersTrust is its high employee turnover rate, attributed to low compensation and other factors. Employees have expressed dissatisfaction with the low pay, undefined work schedules, demanding sales targets, and excessive work pressure, leading to a reluctance to remain in their positions for extended periods.

c) High Course Fees:

The cost of courses at CodersTrust is higher than at other institutions offering skill development opportunities, and traditional classroom settings are even more expensive. This high cost deters many potential students from enrolling in the courses.

d) Dropout Students Precedents

Dropping out of school is often referred to as a "pivotal event" in a student's eventual decision to discontinue their education. Several factors contribute to this outcome:

1. Boredom and Apathy

Members of CodersTrust often exit the program because of boredom or apathy. Psychology Filled reports that numerous students believe that the content taught in academic classes is not applicable to their daily lives. Finding solutions to address boredom necessitates cooperation between students, parents, teachers, and educational authorities.

2. Classroom Problems

The prioritization of CodersTrust classes may result in a decrease in students' GPAs. CodersTrust is an academic institution, although it has a somewhat academic focus. Some students opt to withdraw from the program due to difficulty in managing their focus between CodersTrust and their other academic obligations.

3. Family and Economic Concerns

Financial challenges that were not anticipated can put a family's welfare at risk. Consequently, numerous people might feel the need to take on part-time employment to sustain themselves and their families while fulfilling their financial responsibilities.

4. Unfamiliarity with Online Courses

Many students experience anxiety about online classes due to their unfamiliarity with this mode of learning. Despite the prevalence of traditional, in-person learning with physical books, modern society demands adjustments to meet its evolving requirements.

e) Lack of Online Marketing

Many companies offer their services online, but advertising for these services can be expensive. Organizations should utilize social media platforms like Facebook, Twitter, and YouTube to raise awareness about their online services. These platforms are cost-effective compared to other advertising options. It is essential to inform students about the benefits of enrolling in online courses and encourage them to promote both current and upcoming courses.

2.2.6 Supplier Power and Buyer Power

To date, CodersTrust has collaborated with various organizations, including DANIDA, the United Nations Development Programme (UNDP), the World Bank, and the World Food Programme (WFP), as well as Dutch Bangladesh, the Ministry of Overseas Employment (MEOW), Palli Karma Sahayak Foundation (PKSF), and others, to support their ICT initiatives. The company has been acknowledged by Bangladesh's ICT Division, NSDA, Hi-Tech Park Authority, BASIS, BITAC, and others for its successful ICT training and mentorship initiatives. It has been awarded and recognized as "The Best IT Training Institute in Bangladesh and abroad."

2.2.7 Threat of Substitutes

➤ Entering New Training Institutions

CodersTrust might encounter difficulties because of the strong competition from other consulting firms in this industry, like Creative IT Institute and Careers Hub Bangladesh. This rivalry could have a notable adverse effect on the company's expansion.

➤ **Negative Reviews**

At times, CodersTrust Bangladesh, a non-profit organization, faces criticism from students and sponsored agents of other training institutes. This feedback has the potential to significantly influence the company's reputation and market expansion.

➤ **Economic Condition of the Target Market**

The growth of businesses is directly impacted by the economic state of the country and can discourage students from participating in skill development programs.

➤ **Government Support and Policies**

CodersTrust operates internationally and must adhere to numerous laws and regulations in various countries. Adhering to these regulations can be particularly difficult for foreign entities.

2.2.8 Industry Rivalry

Analyzing competition involves using different tools to compare an organization's marketing strategy with its rivals. This process creates a visual overview of the market, identifying direct competitors' revenue sources, business plans, and marketing strategies. The data collected during this analysis is structured using models like SWOT analysis.

It's crucial to recognize that external factors like economic, social, and cultural trends, demographics, environment, politics, laws, technology, and market influence can impact an organization's future success or failure. These external factors present opportunities and risks that are generally beyond a company's control. On the other hand, internal strengths and weaknesses are controllable aspects linked to a company's successful or unsuccessful performance in areas such as management, marketing, finance/accounting, production/operations, research and development, and management information systems. Strategic management involves identifying and assessing a company's strengths and weaknesses to develop effective strategies.

CHAPTER III: INTERNSHIP EXPERIENCE

3.1 Position, Duties, and Responsibilities

For three months, I served as a business development intern at CodersTrust Bangladesh. I worked for the Banani branch despite initially being assigned to the Dhanmondi branch. For other things, I was in charge of the admissions process, daily sales reporting, documentation preparation, and sales management. Selling potential clients on the numerous skill-development courses and seeing to all of their needs from CodersTrust Bangladesh were my key responsibilities.

3.2 Training

My team leader, Mr. Khairul Alom, the Head of the Branch, oversaw my internship training. He helped me learn how to persuade customers, hone my communication skills, and provide me ideas for sales strategies. But most importantly, he taught me how to use ZOHO CRM software. Other top business executive team members gave me a lot of help as well. After providing me with training for around the first 20 days of my employment, they gave me the task of managing clients.

3.3 Contribution to Departmental Functions

Sales Order

After a client has made an order using a quotation from CodersTrust, the confirmation sent by CodersTrust is known as a sales order or sales order confirmation. Marketers can easily convert offers into customer orders with just one click.

Invoice

An invoice will be sent by a seller to a customer to ask for payment for the goods or services the seller has already supplied to the customer. With just one click, offers can be turned into sales orders or invoices, and this functionality is accessible to customers.

Subform Field Mapping

Sub Products	Items Purchased	List of Products	Items
Created Time	None	None	None
Discount	Discount	Discount	Discount
Name of the accessory	Name	Name	Name
Quantity	Quantity	Quantity	Quantity
Rate (₹)	Rate (₹)	Rate (₹)	Rate (₹)
Vendor	Vendor	Vendor	Vendor
Vendor Email	Vendor Email	Vendor Email	Vendor Email

Save Cancel

Figure 5: Invoice Page in Zoho CRM

The client prospect list that CodersTrust maintains is a useful tool for the development of new sales prospects. Information about particular individuals or organizations that was obtained through various forms of promotional outreach, such as trade shows, seminars, advertisements, and other forms of outreach. When a leader in Zoho CRM satisfies the requirements, opportunities will be created for them in the form of customers, contacts, and transactions.

Map Fields for Leads Conversion

Map all the fields of lead module to the fields in account, contact or potential modules. Based on the mappings here, the lead information will be transferred to account, contact or potential upon conversion.

Mapping Information * Custom Field

LEAD FIELD	ACCOUNT FIELD	CONTACT FIELD	POTENTIAL FIELD
Annual Revenue:	Annual Revenue	None	None
City:	Billing City	Mailing City	None
Country:	Billing Country	Mailing Country	None
Created Time:	None	None	None
Description:	Description	Description	Description

Figure 6: Zoho CRM's Page for Lead Generation

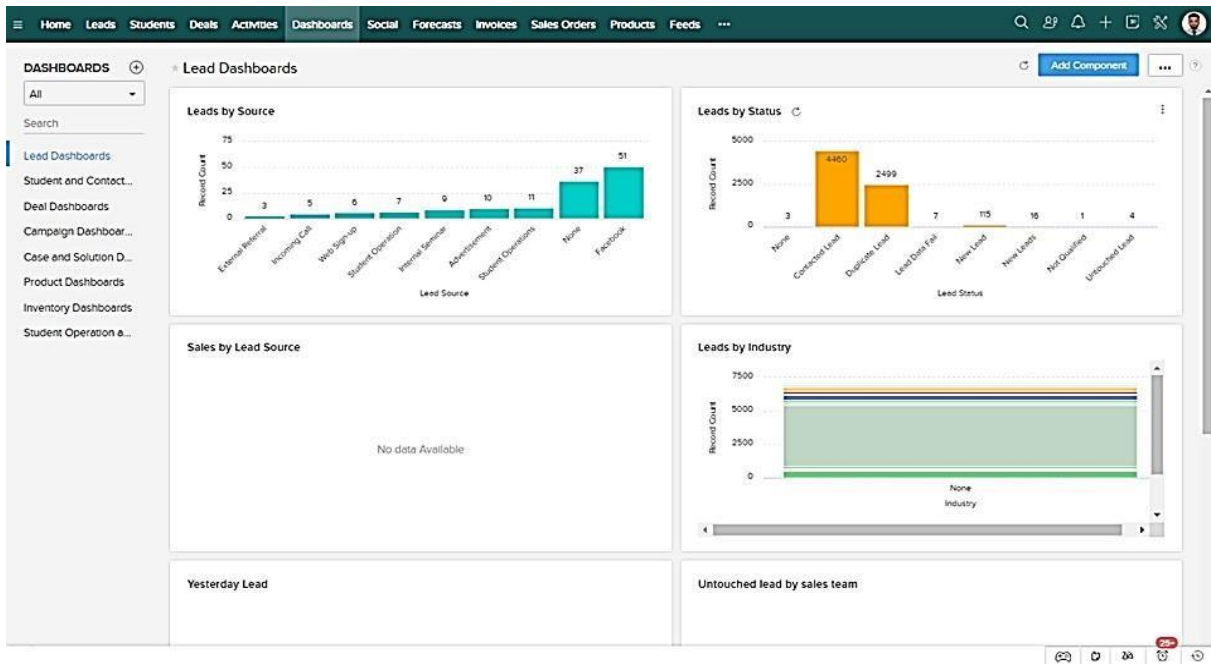


Figure 7: Dashboard in Zoho CRM that Displays Leads and Prospects

Contact

Upwork and Fiverr work with skilled programmers to find job openings, potentially gathering a large number of contacts. These contacts could be from the same company or different departments. In CRM systems, contacts are typically created from qualified leads, brought in from existing lists, or added through business connections. All of these processes are handled automatically.

Accounts

Businesses or divisions using CodersTrust's services are managed as CodersTrust accounts. Companies can link any number of contacts to a specific account using Zoho CRM. Tracking essential information about businesses in B2B transactions is crucial for effective business management.

Sales Forecasting

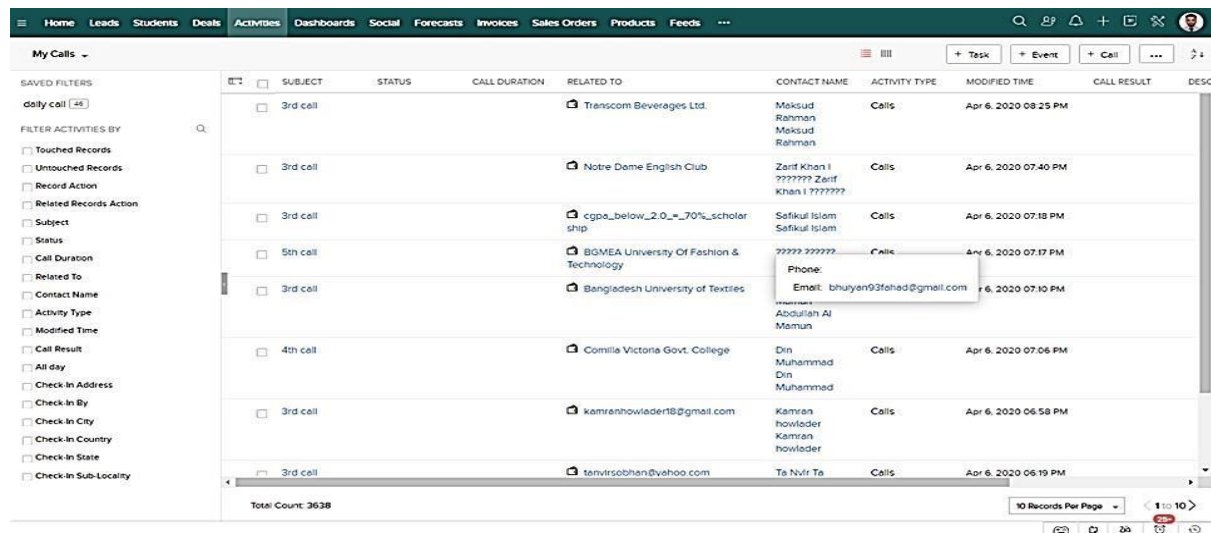
It is crucial for business owners to engage in forecasting in order to make educated decisions and anticipate future sales. CodersTrust offers real-time insights for monitoring and enhancing sales workflows within the company.

Module

Zoho CRM organizes data into modules, which are similar to tables, to keep information categorized. For example, the Leads module holds data specific to company leads. Other modules consist of customer details, contacts, quotations, and quotes. Zoho CRM offers preconfigured and user-generated modules to accommodate different needs.

Recording

Any item added to a module is considered a recording. For example, if there are 10 leads in the Leads module, each one is considered a record. Likewise, if the Contacts module has ten contacts, each contact is considered a record.



SUBJECT	STATUS	CALL DURATION	RELATED TO	CONTACT NAME	ACTIVITY TYPE	MODIFIED TIME	CALL RESULT	DESC
3rd call			Transcom Beverages Ltd.	Maksud Rahman Maksud Rahman	Calls	Apr 6, 2020 08:25 PM		
3rd call			Notre Dame English Club	Zarif Khan I ???????? Zarif Khan I ????????	Calls	Apr 6, 2020 07:40 PM		
3rd call			cgpo_below_2.0_70%_scholarship	Safikul Islam Safikul Islam	Calls	Apr 6, 2020 07:18 PM		
5th call			BGMEA University Of Fashion & Technology	????? ??????	Calls	Apr 6, 2020 07:17 PM		
3rd call			Bangladesh University of Textiles	Abdullah Al Mamun	Calls	Apr 6, 2020 07:10 PM		
4th call			Comilla Victoria Govt. College	Din Muhammad Din Muhammad	Calls	Apr 6, 2020 07:06 PM		
3rd call			kamrenhowlader1@gmail.com	Kamran howlader Kamran howlader	Calls	Apr 6, 2020 06:58 PM		
3rd call			tanjirsobhan@vehoo.com	Ta Nvir Ta	Calls	Apr 6, 2020 06:19 PM		

Figure 8: Documentation Related to Customers' Lead

3.4 Evaluation

In my role, I was responsible for converting potential students into enrolled students by nurturing leads. The student affairs team gathered these leads from social media platforms such as Facebook, Instagram, and the website, and distributed them among different branches every morning. My task involved reaching out to the assigned leads to gauge their genuine interest. If they showed interest, I would inquire about their motivations, goals, and preferred courses. Many students tended to choose inappropriate courses due to a lack of understanding about course requirements. It was my responsibility to promptly educate them about the courses and encourage them to visit the nearest campus for further information. When students visited the campus, I would offer guidance, address their concerns, and assist them in making informed decisions. Upon their decision to enroll, I provided support throughout the admission process. I documented their payments in the monthly revenue sheet, updated the information in CRM systems after payment, and passed on the details to the student affairs department. If a student wanted to explore other branches, I would coordinate with my colleagues at the respective branch for counseling. Additionally, I took part in the "Unnayan Mela" at BICC, where CTBD was present for seven days. During this event, I provided counseling to individuals interested in CodersTrust, its services, freelancing, and outsourcing. I addressed their questions and facilitated the enrollment of interested candidates. This experience taught me important lessons in managing multiple individuals simultaneously and performing effectively under pressure.

3.5 Skills Applied

CodersTrust Bangladesh is an organization focused on skill development. I was responsible for persuading people to enroll in courses, utilizing my marketing knowledge and communication skills. During my internship, my proficiency in Excel was valuable for data collection.

3.6 New Skills Developed:

The software ZOHO CRM is employed for Customer Relationship Management (CRM), which encompasses the systematic management of business relationships and interactions with customers and other stakeholders. The primary objective of CRM is to significantly improve trading relationships, serving as a comprehensive system or tool to enhance sales management, contact management, productivity, and more. CRM solutions enable businesses to centrally manage relationships with individuals throughout their lifecycle, including customers, users, suppliers, or colleagues, particularly in the domains of acquiring new customers, retaining business, and providing continuous support. ZOHO CRM distinguishes itself as an exceptional CRM management software developed by ZOHO Software, an Indian company. This software provides the advantage of its web-based CRM version to accommodate clients. Its principal features include purchase control, vendor automation, sales management, communication management, and sales channel management, rendering it an ideal solution for entrepreneurs, small businesses, and medium-sized enterprises. The utilization of ZOHO CRM allows companies to monitor sales volume, automate daily business tasks, and track customer interactions at various levels.

3.7 Application of Academic Knowledge

"Marketing" encompasses a range of strategic and tactical tools, as well as business control components, enabling a company to deliver a product or service that meets market demand. These tools facilitate the creation or delivery of products and services. The success of a company in meeting customer demand is determined by how effectively it integrates the marketing mix to present the product or service to the target market. Moreover, marketing is crucial for conducting research, planning, implementing new strategies, and identifying additional market targeting opportunities (Badi, 2018). To achieve success, a business or organization must have the right product, price, timing, place, and marketing strategy. Additionally, it is essential to have the appropriate business or organizational structure.

CHAPTER IV: CONCLUSIONS AND KEY FACTS

4.1 Recommendations for Improving Departmental Operations

CTBD currently follows an autocratic leadership style. Strong leadership greatly influences a company's overall environment, but CTBD faces a significant issue with high employee turnover. Retaining employees is crucial since training new staff demands considerable time and effort. To improve retention, CTBD needs effective leadership that fosters a healthy work environment, enabling employees to perform their duties efficiently. Therefore, I recommend that CTBD hire an experienced and skilled leader with strong leadership abilities.

Additionally, to address common customer inquiries, CTBD should develop consistent responses and direct clients to previous answers on similar topics, helping manage website space more effectively. To boost sales, CTBD should:

- Expand the number of courses offered based on popular demand.
- Increase the number of branches across Bangladesh.
- Let's give priority to campaigns targeting universities and institutions in order to increase public awareness.

Offering real-time consultations and live support can greatly boost client engagement. According to Aberdeen Strategy & Research, companies that utilize visualization tools have experienced an 83% rise in annual revenue and a 2.7 times reduction in workload scores as per customer input. Real-time support, such as face-to-face video chat, helps clients manage their finances better. Co-navigation solutions also enhance agents' ability to assist clients online, filling out forms or providing help on relevant pages. Live streaming and other real-time support channels are essential for improving communication between training institutions, students, and trainers. CTBD should implement real-time support to enhance customer journeys and satisfaction.

4.2 Key Understanding

The following key recommendations are outlined to assist CTBD in regaining its sales management within a competitive business environment.

Increasing Client Engagement:

Providing live consultations and real-time support can significantly boost client involvement. Aberdeen Strategy & Research found that businesses using visualization tools saw an 83% increase in annual income and a 2.7-fold decrease in workload scores from customer feedback. Real-time support, such as face-to-face video chat, helps clients manage their finances better. Co-navigation solutions enhance agents' ability to assist clients online, filling out forms or providing help on relevant pages. Live streaming and other real-time support channels are essential for improving communication between training institutions, students, and trainers. CTBD should implement real-time support to enhance customer journeys and satisfaction.

Improving Client Satisfaction:

Avila (2008) identified three key factors that shape customer service expectations: convenience of service, emotional engagement, and service outcomes. The journey to a positive experience for CTBD clients commences with their website visit and lasts until they convert to paying customers. By giving priority to customer expectations and steadfastly striving to fulfill them, CTBD can elevate customer satisfaction.

Enhancing Customer Responsiveness:

Delayed responses drive customers away from CTBD. Immediate responses are crucial for maintaining customer satisfaction. According to a survey conducted by Ubisend, 20% of customers find engaging with a chat-box to be the most convenient method of interacting with a business. By using advanced chat bots, CTBD can automatically reduce response times and enhance customer interactions, redefining customer satisfaction in Bangladesh. Real-time services are invaluable for maintaining and developing relationships with clients.

4.3 Conclusion

CodersTrust Bangladesh is among the largest freelancing hubs in Bangladesh. CodersTrust is actively and passively taking steps for career advancement strategies. Its ability to detect creativity and changes in the industry is a significant strength. Observing the working process of business trends while working with the sales team has been a major accomplishment for me. The sales project, along with other tasks, has solidified my practical knowledge and provided me with valuable experience. Everything I have learned and accomplished in my three months at work will undoubtedly benefit me for the rest of my life.

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Thank You