

Market development practices

by

Coders Trust Bangladesh

**CodersTrust**  
**Bangladesh**

## Letter of Transmittal

25<sup>th</sup> August 2019

Sarker Rafij Ahmed Ratan  
Assistant Professor  
School of Business and Economics  
United International University

Subject: *Submission of the report on Market development practices by Coders Trust Bangladesh.*

Dear Sir,

With great pleasure, I am submitting to you this internship report which was assigned to me as a significant necessity of finishing "Bachelor of Business Administration" program at United International University. I have finished this report titled as "Market development practices by Coders Trust Bangladesh" by the learning that I have accumulated my 3 months' Internship at Coders Trust Bangladesh.

I have attempted my best to make the work according to following your rules and my dimension of understanding and ability. In addition, I am incredibly grateful for the open door that you offered me to express my capacity and I eagerly trust that you will like the work that I have done. Any challenges or imperfections may emerge as due to my learning viewpoints. I will wholeheartedly acknowledge any recommendation or assessment with respect to my report.

Sincerely Yours,

.....

Samaha Chowdhury

ID: 111 151 226

**Internship report**

**On**

*Market development practices by Coders Trust Bangladesh*

Submitted To

Sarker Rafij Ahmed Ratan

Assistant professor

School of Business & Economics

United International University

Submitted by

Samaha Chowdhury

ID: 111 151 226

Date of Submission

25 August, 2019



United International University

## **Preface**

### **1.1 Motivation of the Study**

This report was assigned to me by from United international university, school of business & economics as a requirement for completing BBA (Bachelor of Business Administration) program. The report has been prepared from the experience of my internship in Coders trust Bangladesh. I have been being intern of The Coders trust Bangladesh under the business development department at sales. After successfully completing my three-months of internship at Coders trust Bangladesh, I have come up with a report on, “Market development practices by Coders Trust Bangladesh” and this report has been made under supervision of academic supervisor, Sarker Rafij Ahmed Ratan from United International University and Organizational Supervisor was Imdad Hossain Khan (head of business development team) from Coders Trust Bangladesh.

### **1.2 Acknowledgement**

I would like to thank the internship Supervisor, Sarker Rafij Ahmed Ratan who has helped me in every step of my internship.

I am very much grateful to was Imdad Hossain Khan (head of business development team) & Mohammed Khairul Alam (mouchak branch team leader) for giving me the opportunity to complete my internship at Coders trust Bangladesh. I am sure that his dynamic managerial activities will give inspiration to anybody to build one’s career properly.

I also want to thank all individual of the Coders trust Bangladesh, for their support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.

## Executive Summary

Being an intern of The Coders trust Bangladesh under the business development department at sales, I have chosen the topic based on my job responsibilities and practical knowledge which is titled “Market development practices by Coders Trust Bangladesh”.

This is an three months internship report of a institution known as CodersTrust Bangladesh whose main motto is creating a platform where everyone can participate and get training for freelancing. Throughout the internship period the experience was fantastic and remarkable. This report will bring an insight about marketing development initiatives and customer relationship practice of the company, which I observed and experienced during my internship program. It is also shown the current position of the company in the market. During my internship period, I have worked under business developer sales position. The main aim of the internship was to gain a practical environment knowledge and implementing the knowledge in real life perspective. In order to tackle the similar problematic situation, this practical knowledge will definitely help me a lot in my future work place. This report will also explain the whole organization activities that has been done and all the technical, managerial perspectives that has been evaluated during the internship period. In a sentence, it was a great pleasure working with the organization and I have been given a real-life insight of corporate culture and process to help me in future.

# Table of Contents

<b>Letter of Transmittal</b> .....	ii
<b>Preface</b> .....	iv
<b>1.1 Motivation of the Study</b> .....	iv
<b>1.2 Acknowledgement</b> .....	iv
<b>Executive Summary</b> .....	v
<b>Chapter – 1</b> .....	1
<b>Introduction</b> .....	1
<b>1.0 Introduction</b> .....	2
<b>1.1 Objective of the Study</b> .....	3
1.1.1 Broad Objective .....	3
1.1.2 Specific Objective .....	3
<b>1.2 Scope &amp; Limitations of the Study</b> .....	3
<b>Chapter – 2</b> .....	4
<b>Overview of the Organization</b> .....	4
<b>2.0 Company Profile</b> .....	5
<b>2.1 Vision</b> .....	6
<b>2.2 Mission</b> .....	6
<b>2.3 Objectives of the organization.</b> .....	7
<b>2.4 Organogram of the company</b> .....	8
<b>2.5 Departments of the company</b> .....	9
<b>2.6 market operation area of CodersTrust Bangladesh</b> .....	13
<b>2.7 Services provides by the coderstrust Bangladesh</b> .....	13
<b>2.8 Internship Experience</b> .....	15
<b>Chapter – 3</b> .....	16
<b>3.1 Marketing development Initiatives</b> .....	17
<b>3.1.1 Online Marketing</b> .....	17
<b>3.1.2 Offline Marketing</b> .....	18
<b>3.2 Customer Relationship Management Practice</b> .....	20

<b>3.3 Workplace challenges</b> .....	22
<b>3.4 3p's of Service marketing mix</b> .....	23
<b>Recommendation</b> .....	25
<b>Conclusion</b> .....	28
<b>Bibliography</b> .....	29

# **Chapter – 1**

## **Introduction**



## 1.0 Introduction

Bangladesh is one of the world's fastest developing international locations in IT enterprise right now. Our youths are the ones that changing the life and point of view of our society. Outsourcing and freelancing has become a way to fight against unemployment for the youths.

Because of our banal schooling system, we've raised in such a way that motivates us to more secure jobs & secure life rather than being extra inclined to take challenges for latest innovation. But the suitable issue is our social standpoint is changing.

With the blessing of present-day web and Internet get right of entry to the most part of the country, probabilities and possibilities have grown much. The government has been inspiring humans to get extra involved in freelancing jobs than sitting idle and losing time wondering of fewer opportunities in the aggressive physical job market.

According to BASIS (Bangladesh Association for Software and Information Services), there are greater than 5.5 lacs freelancers from Bangladesh are working in one of a kind freelance marketplace.

These expert freelancers are outsourcing their abilities to the total world and are additionally transforming capabilities They are developing a new hope for Bangladesh to stand among the different effective tech-skill exporting countries.

There are many freelancing and crowd sourcing market from where freelancers without difficulty can begin working and businesses can discover the people for outsourcing the work. CodersTrust is one of them.

## 1.1 Objective of the Study

### 1.1.1 Broad Objective

To know the market development practices of the Coders trust Bangladesh.

### 1.1.2 Specific Objective

- ✓ Market developments practices.
- ✓ To know about sales management.
- ✓ Analyzing 3p of service marketing mix.

## 1.2 Scope & Limitations of the Study

Regardless of knowing every one of the impediments while setting up this report, I have put my full endeavors and vitality to make my internship fruitful just as my report.

For me, the primary restriction was time constraint. As a quarter of a year's internship isn't sufficient to learn immense and get involvement in various segments of Sales Department.

Besides, the vast majority of the prestigious associations don't unveil their interior data to other people. Clearly, they need to keep their data emit and Square additionally needs the equivalent. More often than not, I was confronting some issue of information accessibility. For this situation, it's somewhat hard to make my report informatics however as I was engaged with my duties at the organization, I have collected information that was sufficient to make my report pertinent.

# **Chapter – 2**

## **Overview**

### **of the**

# **Organization**

## 2.0 Company Profile

CodersTrust (CT) is a Danish employer with the mission of connecting underprivileged, deprived and marginalized companies of human beings – in particular childhood and girls – to schooling and online labor markets, in this way substantially increasing high-quality income-earning opportunities and monetary independence. The imaginative and prescient of CodersTrust is to provide technical and soft-skill training for college students in the Global South and emerging markets, enabling them to improve their competencies and earn a living through Online Freelancing Projects.

CodersTrust used to be situated with the aid of world business chief Mr.Aziz Ahmad, a proud Bangladeshi-American visionary with a dream to bring applied education to the mass populace at an less expensive cost, empowering individuals by way of breaking the typical profession challenges to make local team of workers meet the necessities of international ability demand, and to assist them earn their personal dwelling with the aid of studying modern digital skills. Along with co-founder Danish Military Captain Ferdinand Kearwolf, they commenced its operation from Denmark in 2013 in presence of Sir Richard Branson and Morten Lund based on their ideals and beliefs to make IT talent development accessible to all people round the world. Coderstrust set a purpose to make the local team of workers meet the requirements of international ability demand.

CodersTrust is headquartered in Copenhagen, Denmark. CT's work has been supported through the Danish International Development Agency, the United Nations Development Programme, and a handful of venture capital funds round the world. Realizing the monetary growth doable of outsourcing and in growing countries, CT began its operation in Bangladesh in 2015. Md. Ataul Goni Osmani is the honorable Country Director of CodersTrust Bangladesh Dhaka.

## 2.1 Vision

### **Vision:**

Currently, paid schooling and equal possibilities are constrained to people that are born in positive international locations whereas tens of millions of people in growing international locations are denied access to education. CodersTrust believes in a society and united states development having the moto as “Learn a skill, make a living”. As a skill improvement training core in Bangladesh, we agree with that investing in the education of our adolescence is something everybody will benefit from. The nearby and freelance market will have greater certified workers, our college students will amplify their earnings, and CodersTrust will make cash to expand the provider to greater people. Our Main visions are,

- Overcome the barriers to make ability improvement outsourcing education & coaching reachable for any age and gender with high earning prospects to deliver financial enchancement to lives.
- Overcome the challenges toward early life unemployment with a successful presence in the nearby job market and numerous freelance websites like Upwork, Fiverr, Freelancer, People Per Hour, etc. by way of contributing online earn money in Bangladesh being self-employed.

## 2.2 Mission

### **Mission:**

- Be the cutting-edge solution provider for creating a digitalized nation.
- Be the pleasant career session organization
- Be a world-class talent development training service provider
- Be the unique one-stop outsourcing aid & solution provider.
- Be an environment friendly education/training company to make certain quality and cost-saving
- Making paid schooling reachable and cheap on the internet.
- Overcome the unemployment challenges

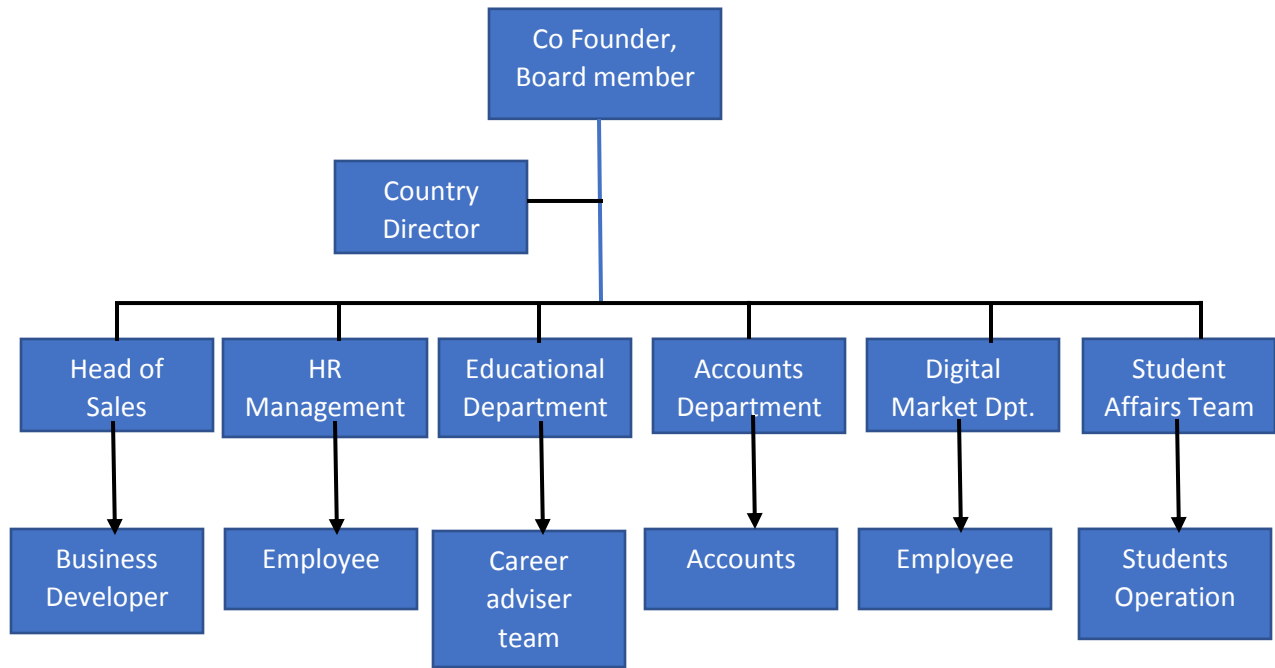
## 2.3 Objectives of the organization.

- How to be a freelancer
- How to work on freelancer, Upwork, Fiverr
- What are the best freelancing sites
- How to start freelancing
- How to make money online in Bangladesh
- How to create an outsourcing BD profile as an Upwork freelancer and get approval
- How to get Fiverr, Freelancer, Upwork jobs?
- What are the beneficial freelancing courses
- How can one be a freelancer from Bangladesh.
- How can one earn money from home by doing home based work
- How to get online outsourcing jobs in Bangladesh
- On-demand query solving

### **Slogan**

Slogan “BECOME A ROCKSTAR FREELANCER” is the slogan of the CodersTrust

## 2.4 Organogram of the company



## 2.5 Departments of the company

CodersTrust, Bangladesh has been running these Six departments-

- Human resource management department
- Accounts department
- Education department
- Student Affairs Department
- Business developer department
- Digital Marketing Department

### **Human resources department**

Human sources branch is the most necessary part of any successful organization. The position of human useful resource administration in these organizations is to keep their worker in a systematic way so that they can effectively perform their work things to do so perfectly. They follow these following steps:

#### ***Recruitment***

Firstly, company advertise about their job postings, source candidates, screen applicants, habits preliminary two face interviews and coordinate hiring efforts with managers accountable for making the final determination of candidates.

#### ***Training and Development***

Coders Trust offers new personnel sizeable orientation education to assist them introduce into a new organizational culture, surroundings and an overview of the route shape to the mentors.

#### ***Compensation and Benefits***

The company sets compensation structures and evaluates competitive pay practices such as promotion, salary determination, performance problems and leave transfer program.

- ✓ Performance appraisal review



- ✓ Policy development
- ✓ Personnel data entry and records maintenance

### **Accounts department**

The department is in charge of all the financial transactions such as:

- ✓ Cash Outflow–Making payments and keeping records of the bills paid
- ✓ Cash Inflow – Processing incoming payments
- ✓ Payroll – Making sure every employee gets paid
- ✓ Financial report reporting – Preparing financial reports, e.g. P&L, balance sheets and budgets
- ✓ Financial Controls – To avoid errors, fraud and theft

### **Education Department**

Education department is controlled via Career consultant team. They have assigned particularly skilled mentors for every route which are provided via CodersTrust. Mentors from science background with excessive computing knowledge alongside with their participation in the freelancing world are solely recruited. The crew constructions layout the course content or modules and take both offline and online courses in a week and weekend batch as per schedule. They furnish freelancing guide each at some stage in and after the direction finished. They also arrange and schedules classes, exams, last evaluations, mentor selections, overall performance evaluation document etc. Moreover, the career adviser group individuals are additionally involved in online operations supplying 24 \*7 services involving the student's technical issues or any sorts of queries for clients order and job.

## **Student Affairs Department**

Student affairs department works with each present students and supply profession counseling, additional coaching barring lecture rooms etc. After admitting in any courses, they join their pupil by using email, cellphone and message to inform that when their type is started It is a vital branch of the organization due to the fact of student affairs dept. In phrases of retaining the students on right track. If any student ignored any class, they located their hassle and furnished those type essential lectures or shared treasured information.

## **Business Developer Department**

The enterprise developer team tied with the executive workplace in order to searching for market opportunities and make strategic decisions to enhance their market strength. Many current works such as updating the database, policies and structures are necessary issue of commercial enterprise improvement team. In order to run the present business with appropriate promotional tool the team communicates with attainable students and provides extra aid for admission procedures.

Business developer department individuals are accountable for a number of key targets interior and outside the organization. They study the offerings and operations of agencies and additionally provide consultative assist as per necessity. They additionally analyze the business environment, including regulations and restrictions that affect the company. Business development specialists use their analyses to enhance their company's income and profits. Functions of the commercial enterprise developer department are-Identifying new sales leads.

- ✓ Pitching services.
- ✓ Maintaining fruitful relationships with existing customers.
- ✓ Preparing PowerPoint presentations and sales displays.
- ✓ Contacting clients to inform them about new developments in the company's services.
- ✓ Developing quotes and proposals.
- ✓ Negotiating and renegotiating by phone, email, and in person.
- ✓ Developing sales goals for the team and ensuring they are met.
- ✓ Training personnel and helping team members to develop their skills.

## **Digital Marketing Department**

This branch constantly focusses on promotion, on-line advertising, social media marketing, advertising research file generating, market survey document preparing etc. are the predominant concerned areas of Marketing Dept. The advertising crew continuously promotes about their machine updates, reductions and new direction offerings, intake dates and different advantages in social media pages.

## **2.6 Market operation area of CodersTrust Bangladesh**

The company currently has offices in 4 countries (Denmark, Bangladesh, USA, and Kosovo) and it has managed projects in 11 different countries across Europe and Asia (India, Malaysia, Bhutan, Kosovo, Bangladesh, Iraq, Poland, Palestine, Honduras, Kenya, and Jordan).

We are the only international skill development IT training center in Bangladesh. Currently, we are providing 11 courses in Dhaka Bangladesh from CTBD. We operate from four branches in Dhaka. They are- banani, Dhanmondi, Mirpur and mouchak branches.

## **2.7 Services provides by the coderstrust Bangladesh**

Coders Trust has recognized very particular programs which has a excessive demand on freelance market and presents a aggressive earning for freelancers. There are in complete 9 applications that are supplied through Coders Trust ranging from three months to ten months primarily based on the software contents and problem level. The business enterprise offers exceptional freelancing programs as nicely as workshops to encourage youths for mission their programs. In order to maximize the advantage for workplace going populations, housewives, disabled man or woman and different men and women the corporation has on line programs which are supplied with fifty percent reduction in carrier charge. The college students of coders have faith are given free counseling on a ordinary basis in addition to these offered services. Prior to take any of the publications offered, Coders Trust evaluates the students to understand the actual practicable and capabilities of the students and suggests courses accordingly. In addition to the everyday publications the company additionally presents diploma path containing graphics design, web graph and digital marketing with a view to pleasing the ever- developing demand of social advertising and online businesses.

The chart of shows the course title in addition, with the course length & hours required and the area of training. (CodersTrust,2018)

Course Title	Duration	Area
Graphics Design	Three Months (72 hours)	Adobe Illustrator & Adobe Photoshop
Graphic Design & Wordpress Theme Customization	Three Months (72hours)	WordPress Developer,Web Developer,PHP Programme
Digital Marketing	Three Months (72hours)	Youtube, Facebook, Google Adwords, Email, Affiliate marketing, seo
Advance Web Development	Five Months (120hours)	Php, MySQL, Laravel
Diploma Course	Ten Months	Graphic Design, Responsive web design & digital marketing
Responsive Web Design	Four Months (96 hours)	HTML, Bootstrap, JS, JQuery, Without coding wordPress
Accounting Management	Three Months (72 hours)	QuickBook, Xero System
Android App Development	Three Months (72hours)	API Integration, Working with sensors, Google Map, AdMob/
Wordpress Theme Development	Five Months (120hours)	Theme Customization & development, Plugin Customization & development

## 2.8 Internship Experience

The main task of mine was to mature a lead or turn the potential and targeted student into actual and real student. To do that, I was given leads. These leads are collected by Student affairs team through social media like Facebook and website. The leads are then distributed among the branches by 11.30 A.M. My task was to call leads that were given to me and ask them whether they were truly interested. If yes, then I had to ask them why were they interested and what was their goal and preferred course. Most student pick the wrong courses as they don't have much idea about the course requirements. I had to describe them about the course as shortly as possible and then had to request them to visit campus near them to know further details. If a student visits the campus then I had to counsel them, answer their queries and help them in making an easy decision. After they have made up their mind on getting admitted, the next job for me was to help them throughout the process of admission. I had to write their payment down and update it in the monthly revenue sheet. After payment, I had to update information about the student on CRM Software. The case is then shifted to student affairs team.

If a student wanted to visit other branches then I had to inform my peers working in that particular branch to counsel that student.

Another task of mine was to counsel fresh guests and students sent from other branches.

Almost each week, there is a seminar in different branches. My task was to inform potential students about the seminar and make sure about who will visit the seminar and keep the information of the interested students. These potential students are collected from the leads that I was given. Taking payments of the interested students in the seminar was also my task.

# **Chapter – 3**

## **Market Development Initiatives**

## 3.1 Market development Initiatives

Coders believe Bangladesh to stay in the contemporary market and spread their network all over the world so they observe some initiative market growing steps to build their organization. It is mandatory to attend a weekly meeting on each Sunday where the united states director of Bangladesh shares his ideas, experiences and inquiries about how the activities are going. They follow both two way on-line which is Digital marketing and Offline marketing.

### 3.1.1 Online Marketing

#### *Digital Marketing*

Coderstrustbd is 70% involved their marketing development in the current digital market place

#### *SEO (Search Engine Optimization)*

SEO builds strong position in the google site. Because most of the people are now using internet so they use seo site. To easily find out their website, image search, video search, academic search or link to get valuable information when they search biggest freelancing institute.

#### *SMM (social media marketing)*

Facebook, youtube, twitter, instagram which are included into smm. To increase their range in the current market place they use this way. People shared their moment when they started their course or feelings about coderstrust. In using smm spread coderstrust valuable information and daily update to knowing all over the world within second.

#### *Content Marketing*

They make a content marketing to indirectly promote their organization in the online site. They are trying to interact with the viewers by content to reading, sharing and commenting on it.



### ***Email Marketing***

When a visitor or sign up in the coderstrust link to interested for any courses they supply their e mail address, the enterprise developer that time to understanding the codertsrust very well and their route curriculum they ship a e mail to their target consumer.in this mail they getting more statistics about coderstrust Bangladesh than he/she can take any decision properly.

### ***Online Marketing***

Making visual displays of their exiting student's opinion about coderstrust or how they carried out in the freelancing market place. They shared this video in on line marketing. Viewers visually proven how coderstrust furnish one hundred percent to their students.

### ***Online event***

They arranged online event and free online workshop such as WordPress with freelancing, Graphics Design and WordPress Theme Customization, Android App Development, Freelancing Tips and Tricks session, Responsive Web Design.

## **3.1.2 Offline Marketing**

Coderstrust involved 30% in offline marketing to promote their marketing development initiatives. Coderstrust also follow offline marketing to reach their goal and increased marketing development. Some offline marketing, they use-

### ***Activation Plan***

Daily they were trying to think differently to reach their target consumer. When they started daily working, they finished daily worked routine properly. Two way they use this step, one they highlight their brand and secondly direct response marketing. Poster,

### ***Banner, billboard***

They use different types of poster, banner or billboard to attract valuable consumer through this way. Already they have three branches and they shared those to reach in this area people and others areas consumer.

### ***University Activation***

Arranging exclusive university activation such as seminar, club honest to growing their employer position. Recently they were going to attend United International University, Daffodil International University and East West University. They temporarily talk about corporation primary centered and special things so that all of us is aware and making a exact decision. Event-Coderstrustbd arranged distinctive activities in their three branches. This year they geared up exceptional guides workshop such as WordPress with freelancing, Graphics Design and WordPress Theme Customization, Android App Development, Freelancing Tips and Tricks session, Responsive Web Design.

### ***Discount pricing***

Coderstrust bd offered different times with different discount range about their running or upcoming courses. Sometimes they offered instant discount their courses if they paid at a time.

## 3.2 Customer Relationship Management Practice

Customer relationship management practice is a vital part of any organization to construct their position. A CRM exercise can assist any employer remain strongly related to their goal customers, streamline strategies and extended profitability. A CRM is a way to strongly cope up right to continue to be in present day market place. Coderstrust Bangladesh also continues CRM practice to attain their precious client and hold on preceding student. The first responsibility that collecting various student documents from worksheet and updates their data in the ZOHO CRM. Such as-

- ✓ Collect customer basic information like his/her name, phone number and email address from Facebook & website.
- ✓ Put that data into ZOHO CRM.
- ✓ Update student information properly
- ✓ Double check that data if there are any duplicate data or not.
- ✓ If that data is not duplicated then put a green tick in the student worksheet file.
- ✓ If any data found duplicate then correct it properly.

After precise all the information properly business developer report to the head of sales. When department head cross check all the customer data he/ she gave the permission to work with those customers. After that the business developer responsibilities are-

- ✓ Firstly, contact those customers by calling who sign up in the website & Facebook page.
- ✓ Greet them properly and ask if they are still interested or not to do the course, they sign up for.
- ✓ If negative feedback they list them as not interested student in the CRM and for positive feedback than they ask about their educational background.
- ✓ After knowing their educational background again ask them whether they are ideal for our course or not because most of the courses require specific strong basic understanding.

- ✓ Then business developer informs them about course details and after that if those customers show us low interest, I told them about CodresTrust success stories and try to give them courage.
- ✓ Business developer inquire whether they are interest to come to our office so that they can properly brief them about course & company and after that they fix an appointment date with them and told them to come on coderstrustbd office.
- ✓ If they are not interested to come in our office then they give them a proper counseling.
- ✓ Next they tell them about our course fee both online and offline.
- ✓ Finally, they give them some days to think & tell them that I will call again to know their decision.

When students come to our office, we give them suitable counseling & informed them about their previous pupil success memories and how they are working in the freelancing market place. Some of the students say that they have financial problem and they can't manage whole admission fee at a time. They offered them a choice that they can pay their admission prices in two installments where first installment is before beginning the category and the last installment after one month. After that students stuffed up on-line admission shape with his/her personal records form to fill up all their details in refereed way. After filling up all the documents and formalities put their statistics in the closed-won listing & update it in the CRM and provide them admission shape to fill up, make a cash receipt, take the admission fee from them and furnish the money receipt In the final stage, reserve a seat for the new admission student.

### 3.3 Workplace Problems

#### *Employee Interaction*

Having distinct personalities working collectively under the identical roof, there is certain to be friction from time to time. Teams working underneath cut-off date and below strain can also be more apt to have flare-ups of tempers and different issues. Working as an intern and now not understanding a whole lot about professionalism, I often used to get confused about my assigned project and rarely used to are looking for help on account that each person regarded busy with their personal work and did not appear an awful lot friendly to ask for help. In my opinion I assume introducing education to assist personnel learn how to manage man or woman work and get alongside with other human beings can be very really useful in managing this challenge.

#### *Handling Customers*

Customers brings another degree of challenge into the mix. While the extensive majority of customers and clients that you deal with on a everyday basis will be well mannered and understanding, there is normally an aspect that is belligerent and hard to handle. Since I used to supply scholar counseling and had to convince new clients to promote our service, I had to face exceptional personalities at times. While the notion that the customer is constantly right is a necessary credo to follow, it is additionally fundamental to train personnel in dealing with difficult clients and clients.

### 3.4 3p's of Service marketing mix

To discuss the differences between services and physical products, the 4Ps' of marketing mix i.e. Product, Process, Pricing and Promotion has been extended to include additional 3P's: People, Physical Evidence and Process. The unique 3P's of service marketing influence the customer's decision to purchase a service, the customer's level of satisfaction and repurchase decisions.

#### *People*

In service marketing, people are the critical variable as most offerings are supplied via human resources. People are a defining factor in a carrier delivery process, considering a carrier is inseparable from the character supplying it. Service shipping is characterized via interactions between customers and provider personnel and the behavior that personnel show will positively influence on carrier quality if human useful resource management practices can create an environment that elicit extra positive, courteous and useful behavior from the personnel towards customers. In Coderstrust, the people symbolize both the personnel of the agency and the students presently enrolled in the courses for training. The staffs are given education for fabulous interpersonal skills, aptitude, and service information in order to supply a excellent service. The pupil affairs and the personnel who undertake pupil counseling are provided adequate coaching and information to display to the customers that they teach their human beings to prescribed standards and fine practices in order to make the students extra inclined to take admissions in their education hub.

#### *Physical Evidence*

The surroundings in which the service is delivered, and the tangibles that assist to talk and function the service. Physical proof is about where the carrier is being delivered from. Most services are intangible and customers cannot effortlessly decide the excellent of services till they purchase a use the service. A service marketer also faces sturdy challenges to differentiate their services from competitor's services. Customers also find it very challenging to differentiate the offerings supplied by quite a number of organizations. In this situation, provider providers use physical surroundings to communicate to clients about the first-class of their services. The

organization existing physical evidences of quality via an elaborate ornament of front workplace for student counseling, student's success posters, photos with site visitors and traders of CT and clicks of their activities framed on the walls, well-furnished labs or school rooms for path coaching and their personnel to talk about the fine of service.

### ***Process***

Services differentiation is additionally performed through a distinction of provider delivery methodology or process. It is the shipping and operating systems of procedures, mechanisms and go with the flow of things to do which services are consumed. This issue of the marketing combine looks at the structures used to deliver the service. All offerings need to be underpinned through honestly described and efficient processes. This will keep away from confusion and promote a steady service. In other words, strategies suggest that everybody knows what to do and how to do it. s. Creating and managing high quality carrier approaches are critical tasks for carrier firms. Managing the manner aspect is indispensable due to the perishability of offerings which capacity that offerings can't be inventoried, saved for reuse or returned. In Codertrust, whilst a pupil comes for admission, he or she is first requested to take a seat at the reception furnished with the course brochure or layout. A counselor from pupil affairs group then discusses the publications provided in important points and convinces him or her in pursuing the path interested via open dialogue with the scholar and the guardian. If convinced, he or she is requested to fill up the admission structure and make the payment at as soon as or in installments inside two months period at the office. If any students are interested in doing online path and not being able to visit office, then he or she has to make prior price thru Bkash before category resumes and thus, the scholar ID and direction details are supplied thru email. The verbal exchange group adds the student to their direction organizations and updates word and even sends individual emails to all students prior the classification starts. The trainer thus contains out path according to the curriculum set and attendance is recorded manually. If the pupil intends to leave out three training in a row, he or she will be terminated from the route barring any in addition notice.

# Recommendation

## **I. ADDIE model:**

It's very important for Coders Trust to setup a framework which will assist the company to check all of the steps of their curriculum as an alternative of relying on the mentors. In this context ADDIE model can be a breakthrough for the employer as it's an academic sketch methodology which provides a speedy process of analyzing, designing, developing, imposing and evaluating. This mannequin is extensively regular in many international programs and find out about establishments because this mannequin has tiers genuinely defined which entails the simple and improve necessities to cover and CodersTrust can adopt this model to consider the effectiveness of their training tools. The steps of ADDIE model in context of CodersTrust may be designed as follows:

### *Analysis Phase*

Arguably the most important segment of ADDIE model is analysis phase and CodersTrust can analyze all the direction presented in evaluating to the developing demands of works based on classes and put them in a table where all the archives along with the learn about materials will be sorted out. These find out about materials might also include but truly no longer limited to:

- ✓ What Coders trust want to teach the students
- ✓ preparing ideal student profile
- ✓ evaluating social barriers to overcome
- ✓ Modified timeline with extension

### *Design Phase*

In format segment CodersTrust reevaluate the accumulated materials they have gathered from the evaluation phrase and discover the exceptional approach to communicate with the students thru these materials. Furthermore, the concrete aspects of each packages offered by using Coderstrust can be referenced and then augmented with additional points such as-



- ✓ Lesson planning with precise counters and applied simulations.
- ✓ Designing the appropriate medium for communication purpose
- ✓ Learning objectives which will encourage students by showing probable accomplishments
- ✓ Setting up standards for assessments such as exam, simulation tests, project works etc.

### ***Development phase***

The development phase is additionally known as the foundational phase due to the fact it makes positive that the transaction of route materials gathered and the materials designed to grant the college students are synched properly. Because of the dynamic range of improvement stage, it's very necessary to the complete ADDIE mannequin and Coderstrust can also encompass the following in their development phrase-

- ✓ Preparing online simulations for practicing and exercising with actual works.
- ✓ Building a technological framework of studying and file sharing with pother materials for evaluation.
- ✓ Redesigning the content and using custom made if necessary, throughout the course.
- ✓ Storyboard presentati9on on course plan and study process.

### ***Implementation***

In order to make clear which module is excellent serving the prior expectation the contrast and monitoring is essential which is ensured in this phase. It is necessary for Coderstrust to use footnotes, purple flags etc. to become aware of crucial factors of their offerings and use it for future reference and sketch process.

### ***Evaluation***

For formative phase of evaluation phase where Coderstrust will listing down the students throughout the software to evaluate the continuation of the college students mission the

publications and secondly, in summative part where the contrast system will take section at the end of the program. In both cases Coderstrust will get treasured insights from its college students who can replicate upon the ongoing packages as nicely as the standard view of the program. Such contrast will assist the organization for future references

## **II. Task-oriented issues**

Throughout my internship at Coderstrust, I experienced that the company has exposure insufficient manner and despite in some areas it lacks and requires specially for internee officers. In addition to that, the interneers randomly update and works with archives which creates many difficulties such as anomaly in records sequences, deliberate programs, pupil profiling and track information etc. The productiveness of the employer would expand surprisingly if the desirable orientation of the data used to be maintained in archive and utilization of Information Technology Infrastructure Library would extend the protection measurement of Coderstrust. In some other way, the company can introduce a value chain for interns which will allow them to get extra trainings and can improve positive skills for job context.

## Conclusion

Coderstrust Bangladesh is one of the Biggest Freelancing HUBS in Bangladesh. Coderstrust can actively and passively take measurements for a carrier healing strategy. It is constant in the detection of enterprise innovation and improvement. While working with the Sales Team, Coderstrust Bangladesh I experienced the work procedure of commercial enterprise trends is a huge achievement for me. Sales activities alongside with different activities have developed my realistic information and supplied me an gorgeous experience. All these appreciations that I have accomplished through functioning for three months, I can certainly bring for the rest of my career.

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