
INTERSHIP REPORT ON
THE MARKETING DEPARTMENT OF CODERS TRUST
BANGLADESH

CodersTrust
Bangladesh

INTERNSHIP REPORT
ON
THE MARKETING DEPARTMENT OF CODERS TRUST BANGLADESH

Submitted To

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UNITED INTERNATIONAL UNIVERSITY

Letter of Transmittal

January 17, 2024

Seyama Sultana, Ph.D.

Associate Professor

School of Business and Economics

United International University

Subject: INTERSHIP REPORT ON THE MARKETING DEPARTMENT OF CODERS TRUST BANGLADESH.

Dear Madam,

I am writing to formally submit my internship report titled "INTERSHIP REPORT ON THE MARKETING DEPARTMENT OF CODERS TRUST BANGLADESH" as a requirement for the completion of my internship program under the BBA Program and major in marketing at United International University. This report outlines my experiences, observations, and insights gained during my internship at Coders Trust Bangladesh.

The report is structured to provide a comprehensive overview of CodersTrust's sales management practices, including market analysis, customer relationship management, and the incorporation of digital platforms for optimizing sales.

I would like to express my sincere appreciation to you and the University for providing me with the opportunity to undertake this internship, which has been a pivotal learning experience in my academic journey. Thank you for your time and consideration.

Sincerely



MAHFUZA AKTER MOU

Student ID: 111 172 051

Bachelor of Business Administration

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Declaration of the Student

I, **MAHFUZA AKTER MOU**, bearing University ID 111 172 051, enrolled in the BBA Program at United International University, declare that the internship report titled "INTERSHIP REPORT ON THE MARKETING DEPARTMENT OF CODERS TRUST BANGLADESH" is a product of my efforts and has been prepared by me under the guidance and supervision of **SEYAMA SULTANA, Ph.D.**, Associate Professor, School of Business and Economics, United International University.

I assert that the content of this report is the result of my independent work and research conducted during the internship period at CodersTrust Bangladesh. All the information, data, and findings presented in this report are authentic and have been collected, analyzed, and interpreted by me. Any external sources used for reference or citation have been appropriately acknowledged.

I further confirm that this internship report has not been submitted elsewhere for academic credit and has not been previously published or used for any other purpose.



MAHFUZA AKTER MOU

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Bachelor of Business Administration

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Acknowledgment

I would like to express my heartfelt gratitude and appreciation to all those who have contributed to the successful completion of my internship and the subsequent preparation of the report titled "INTERSHIP REPORT ON THE MARKETING DEPARTMENT OF CODERS TRUST BANGLADESH."

First and foremost, I am deeply thankful to **SEYAMA SULTANA, Ph.D.**, Associate Professor, School of Business and Economics, United International University, for providing me with the opportunity to undertake my internship under their guidance. Their insights, constructive feedback, and unwavering support have been invaluable throughout the entire duration of the internship, greatly enriching my learning experience.

I extend my thanks to the entire team at CodersTrust Bangladesh for their warm welcome, cooperation, and willingness to share their expertise. Their openness and encouragement fostered a positive work environment, enabling me to gain practical insights into the effective management of sales strategies in the dynamic field of technology education.

This internship has been a trans-formative experience, and I am grateful for the collaborative efforts of everyone involved.

Executive Summary

A successful sales strategy includes a meticulously designed and tailored approach to promote items and fulfill customer needs. In designing an optimized sales strategy with employees, it is crucial to aim for a well-balanced approach that both satisfies the consumer and drives sales. Coders Trust Bangladesh (CTBD) exhibits a resilient method for overseeing sales techniques in the fiercely competitive field of freelance instruction. CTBD clearly emphasizes a customer-centric approach by using innovative technology and a dynamic workforce to optimize its sales strategies, as shown by a thorough investigation. The main aim of this study is to analyze the concept of effective management of sales strategies employed by Coders Trust Bangladesh, an organization specializing in skill training and development, to effectively manage its income through the implementation of various sales and marketing strategies.

The organization is dedicated to making decisions based on data and providing ongoing training. The key suggestions include the implementation of robust CRM systems, utilization of data analytic, adoption of customer segmentation strategies, provision of continuous training, and establishment of strategic alliances. The organization prioritizes the capacity to adjust to new circumstances, ongoing education, and achieving a harmonious integration of technology and personal interaction in sales methods. This strategy prepares Coders Trust Bangladesh for long-term expansion and competition in the freelance education sector.

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CHAPTER 1:

INTRODUCTION

1.1 Background of the Report

In light of its increasing digitization and high levels of educated unemployment, Bangladesh has emerged as the world's second-largest exporter of online labor. The transition towards the digital economy has caused a surge in the need for IT outsourcing services from Bangladesh, leading to a corresponding increase in freelance labor. Coders Trust, a global firm that disseminates expertise internationally, is hopeful about Bangladesh's participation in the community of successful exporters. This research analyzes the use of marketing strategies by Coders Trust Bangladesh with the aim of enhancing sales and organizational performance. This paper aims to provide a thorough overview of Coders Trust Bangladesh (CTBD), a non-profit organization committed to enhancing skills and giving instruction in freelancing. The paper explores CTBD's efforts, services, and its role in tackling the difficulties of the expanding Ed Tech market. This paper intends to provide insights into the successful management and sales strategy considerations of CTBD by examining online platforms, government assistance, and industry analysis (Aljafari, 2016). The study enhances comprehension of CTBD's present position and proposes strategies for its ongoing prosperity via the inclusion of an internship experience part and comprehensive suggestions.

1.2 Objectives of the Report

The objective of the research is to get a thorough comprehension of the company's proficient management of sales strategies, along with its advantages and disadvantages, as well as the external chances and dangers faced by the organization. This internship offers the opportunity to acquire conceptual knowledge and gain practical expertise. The research aims to achieve the following objectives:

1.2.1 Overarching Goals

- To gain knowledge and examine the efficient management of sales strategies used by CodersTrust Bangladesh.

1.2.2 Particular Goals

- To be aware of CodersTrust Bangladesh's overview.
- To determine CodersTrust Bangladesh's strength, weakness, opportunities, and threats.
- To examine CodersTrust Bangladesh's marketing and sales tactics.
- To examine CodersTrust Bangladesh's sales processes through industry analysis.
- To ascertain the difficulties associated with marketing initiatives that affect CodersTrust Bangladesh's sales volume.
- To provide advice and ideas for improving CodersTrust Bangladesh's management of sales strategies.

1.3 Motivation of the Report

The motivation of this report is to provide insight into the many activities of CodersTrust Bangladesh (CTBD) in the ever-changing field of skill development and freelance education. The research seeks to provide significant insights to stakeholders, policymakers, and people interested in the EdTech business by providing a comprehensive analysis of CTBD's activities, difficulties, and strategic considerations. Furthermore, the incorporation of an internship experience and comprehensive recommendations aims to provide practical insights and proposals to improve CTBD's operations and successfully traverse the competitive educational technology industry (Aleksandar & Jaksa, 2018). The paper aims to enhance comprehension of CTBD's function, difficulties, and prospects in the dynamic domain of skill development in Bangladesh.

1.4 Scope and limitations of the Report

Scope

The paper provides a thorough analysis of CodersTrust Bangladesh's (CTBD) initiatives in the education technology industry, with a special emphasis on skill enhancement and freelance education. It comprises:

Summary of the Organization: Comprehensive analysis of CTBD's framework, offerings, and endeavors.

Strategies for carrying out operations: An analysis of CTBD's strategy for enhancing skills, managing projects, and providing assistance to students.

Risk Assessment: Identification and assessment of external elements that may provide possible obstacles to CTBD.

Analysis of the industry: An insightful analysis of the education technology sector in Bangladesh.

Internship Background: An experiential narrative detailing an internship at CTBD, offering pragmatic perspectives.

Summary and Suggestions: Concise analysis and strategic recommendations for enhancing CTBD's performance.

Limitations

Given the dynamic nature of the EdTech industry, it is plausible that the circumstances and concerns addressed in the study may have evolved subsequent to its completion. The report is contingent upon the data and information that may be obtained from publicly accessible sources. Furthermore, there are certain internal operational aspects of CTBD that may not be fully disclosed. Precision of the Internship Experience The mentioned internship experience is distinctive and may not accurately reflect the diverse range of experiences offered within the firm (Anna, 2017). The viability of some projects may be influenced by changes in the political, economic, or social landscape of Bangladesh. These modifications are regarded as external variables. The study endeavors to provide a thorough and enlightening examination of CTBD's operations, together with the broader EdTech industry in Bangladesh, despite the acknowledged limitations.

1.5 Definition of Key terms

The "Management of Sales Strategies" refers to the systematic process of developing, executing, and supervising well-organized plans and methods aimed at accomplishing an organization's sales goals. It involves the coordination of operations, efficient use of resources, and supervision of workers in the sales department to maximize efficiency, enhance customer happiness, and eventually increase revenue. Efficiently overseeing sales tactics necessitates the capacity to adjust, make decisions based on data, constantly acquire new knowledge, and prioritize the needs of customers (Alexandrescu, 2018).

CHAPTER 2:

COMPANY AND INDUSTRY PREVIEW

2.1 Analysis of Company

2.1.1 Overview and history of CodersTrust

CodersTrust is a global organization dedicated to fostering skill development and empowering individuals by providing them with the required abilities to thrive in the digital economy. The organization's main focus is to provide training in several fields, including freelancing, coding, programming, and digital professional skills. CodersTrust was established with the objective of narrowing the skills disparity, enabling employment opportunities, and fostering economic expansion via its conducted initiatives. In 2015, CodersTrust was founded by Aziz Ahmad, a philanthropic entrepreneur from Bangladesh, and Ferdinand Kjaerulff Kearwolf, a Danish military officer (Bahador, 2019). The developers had the notion of building a platform that would provide professional training courses to enhance abilities on a global scale. Aziz Ahmad's primary objective is to promote equal access to education on a global scale. The inspiration for this concept sprang from his prior involvement in overseeing a successful rehabilitation initiative in Iraq, which included the implementation of internet and e-learning in the region. CodersTrust aimed to use the internet, with the support of Danida, the Danish agency for international development cooperation, to globally advance education (Bonnici, 2016)

CodersTrust operates in eleven countries worldwide, including Bangladesh, Denmark, Kenya, Kosovo, and others. It collaborates with international development organizations such as the United Nations Development Program (UNDP), the World Bank, Danida, and Dutch foundations. The organization implemented many skill development projects, including the Women's Skills Developments for Freelancing Marketplaces (WSDFM) in 2019. The aim of this initiative was to provide full scholarships to one thousand female students, throughout the whole of their study. CodersTrust has established several branches in Dhaka, with its sixth campus inaugurated in Mouchak. This extension is a component of the company's campus expansion. The purpose of the expansion is to broaden the accessibility of skill development to a wider audience (Bhayani, 2018).

CodersTrust collaborates with other organizations and governmental entities to broaden its sphere of impact. In order to carry out ICT training programs, Memorandums of Understanding (MoUs) have been established with organizations such as the Bangladesh Hi-Tech Park Authority and the Department of Information and Communication Technology (DoICT). Direct the focus on providing aid or support. Lifetime CodersTrust prioritizes providing ongoing support to its students throughout their whole lives. This organization, unlike conventional institutions, prioritizes more than merely generating profits; instead, it aims to make a lasting impact on the lives of its trainees (Fullerton, 2020).

The core concept of CodersTrust is on delivering top-notch services, cultivating a skilled workforce, and creating a lasting impact on society. With the aim of enhancing individuals' well-being and making a positive impact on society and the economy, it strongly advocates for the transformative power of education and skills. CodersTrust is now implementing the NationWIDE initiative in Bangladesh to reskill a large number of pupils using digital technologies. The TalentLEAP model of the organization prioritizes competency-based talent development, which has gained the trust of both local and foreign companies (Gurel, 2017).

Overall, CodersTrust serves as a prominent illustration of how technology may be used to provide individuals with empowerment, namely in the fields of digital professions and freelance labor. The objective of the organization is to have a substantial impact on the lives of students worldwide via its global operations and collaborative initiatives

CodersTrust's Story of Success

Coders Trust, a New York-based organization, aims to provide affordable practical instruction to the public, aiming to increase employment rates and enable individuals to earn a living through digital skills acquisition. The organization has collaborated with global organizations such as the UNDP, World Bank, WFP, Save the Children, and Rockefeller Foundation, and has received support from venture capital firms worldwide. As of 2015, Coders Trust Bangladesh has one campus and one lab in Dhaka, employing around 150 people across five modern campuses and 11 fully equipped labs. The organization plans to expand into Chittagong and Khulna, two cities in Bangladesh, after Dhaka. CodersTrust Bangladesh has assisted over 70,000 people in achieving financial independence through global information technology initiatives. The success

of Coders Trust can be attributed to its commitment to providing affordable education and financial independence (Kirby, 2018).

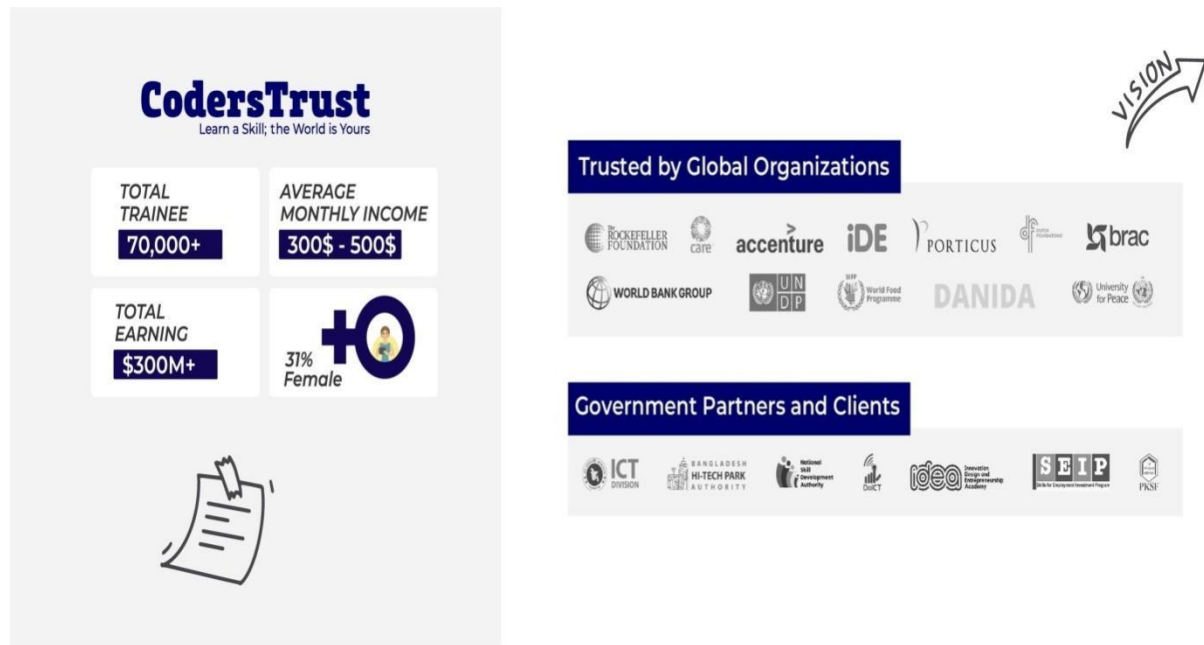


Figure 1: Company overview of CodersTrust Bangladesh

Companies Mission

The objective is to connect underprivileged and disadvantaged communities with educational opportunities and online job platforms, with the aim of significantly enhancing their access to higher-quality sources of income and achieving economic independence. An exceptional milieu is formed when education and job creation are combined. Here, people from all parts of the globe collaborate for the collective benefit (Kolb, 2012). The missions of CodersTrust Bangladesh are as follows:

- i. To establish ourselves as the only provider of comprehensive outsourcing support and solutions in the industry.
- ii. To become the foremost supplier of state-of-the-art solutions for the advancement of a digitally changed nation.
- iii. To surmount the challenges linked to unemployment.
- iv. To establish oneself as the institution that organizes an exceptional career session.

- v. To deliver exceptional talent development and training services to enterprises on a global scale.
- vi. To offer free and affordable internet-based instruction for students.
- vii. To optimize quality and save expenses, strive to be an eco-conscious educational institution.



Figure 2: Mission of CodersTrust Bangladesh

Companies Vision

The primary vision of the CodersTrust is to achieve worldwide expansion in the field of education and employment. This is accomplished by providing a platform that enables freelancers and users to obtain the necessary skills. Their objective is to dismantle obstacles and facilitate the accessibility of skill development outsourcing education to individuals of all ages and genders, with the potential to generate significant income (Nadube, 2018).



Figure 3: Vision of CodersTrust Bangladesh

Slogan of CodersTrust

The slogan of CodersTrust Bangladesh is “BECOME A ROCKSTAR FREELANCER”.

The organogram of Company

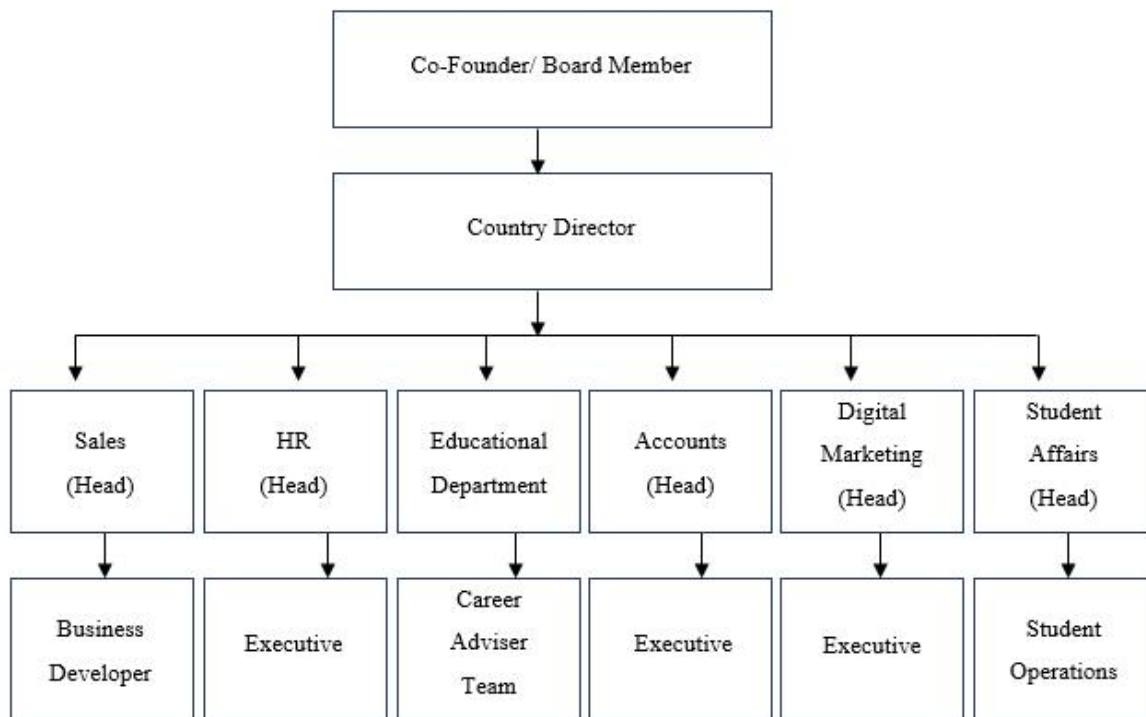


Figure 4: Organogram of Coders Trust Bangladesh

2.1.2 Trend and growth of CodersTrust

The worldwide need for digital competencies, such as coding, programming, and freelancing, is increasing, leading to global employment prospects for people. CodersTrust, an organization that provides training for freelancers, may take advantage of this current trend. Partnerships with foreign development organizations, government authorities, and industry partners may augment the expansion of skill development institutions. Online learning platforms are increasingly becoming more accessible, hence expanding the reach of courses to a worldwide audience. Specialized training programs that include cutting-edge technological trends are essential for recruiting pupils (Patil & Mayureshnikam, 2018). Teaching approaches that are characterized by innovation, such as hands-on projects, real-world applications, and interactive learning, have a greater capacity to captivate and involve pupils. The institute's reputation may be enhanced and more learners can be attracted via the acknowledgment of industry leaders and the provision of

internationally approved certificates. Institutes that modify their courses to align with the changing demands of the job market are expected to achieve continuous growth. In 2020, companies worldwide allocated a total of \$2.8 billion to \$3.7 billion for compensating workers and the internet platforms that serve as middlemen in the human cloud. It is crucial to regularly update course material in accordance with market demands (Fullerton, 2020).

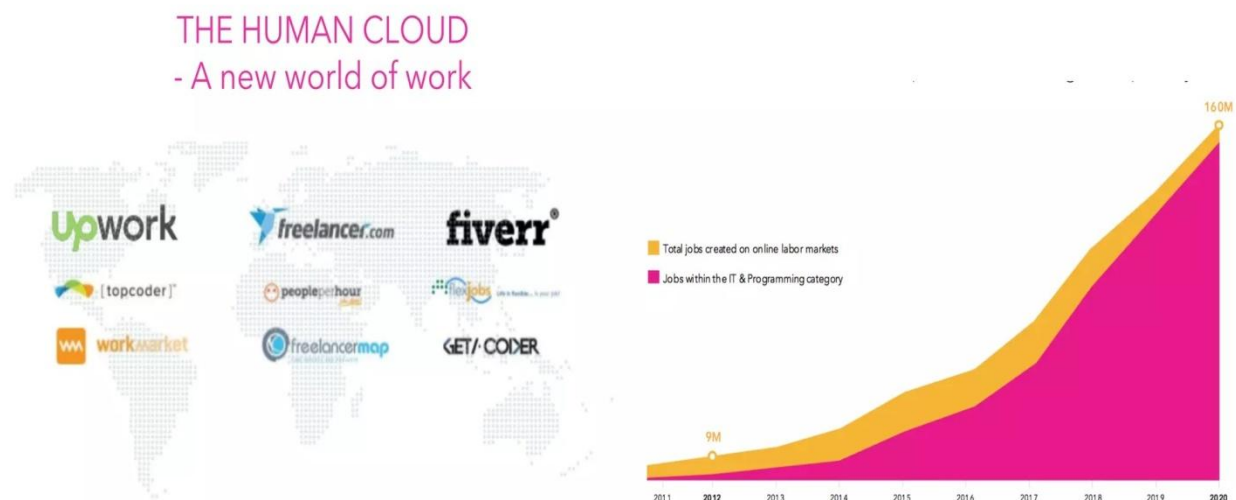


Figure 5: Trend and growth of CodersTrust

2.1.3 Customer mix

The term "customer mix" refers to the composition of an organization's client base, which includes factors such as demographics, industries, and other relevant features. Individuals now enrolled in educational institutions or those who have just completed their studies: Many skill development schools are specifically tailored to cater to the requirements of students and recent graduates seeking to enhance their employability and competence (Smith & Albaum, 2012).

CodersTrust offers programs that are accessible to professionals seeking to transition careers or gain essential skills relevant to the digital economy. These persons are eligible to register for these programs. Considering CodersTrust's focus on offering training for freelancers, it is plausible that a significant proportion of their clientele consists of freelancers and those

interested in the gig economy. Individuals who are actively pursuing employment opportunities might choose to enroll in courses to enhance their possibilities of getting hired. Entrepreneurs and business owners, whether aspiring or experienced, may benefit from the courses offered to enhance their digital skills and knowledge. CodersTrust provides initiatives specifically focused on enhancing women's talents, it potentially attract female learners seeking opportunities in the digital field. Partnerships between governmental entities and corporations CodersTrust also engage in partnerships with governmental entities or corporations seeking to enhance the proficiency of their employees (Thabit, 2018).

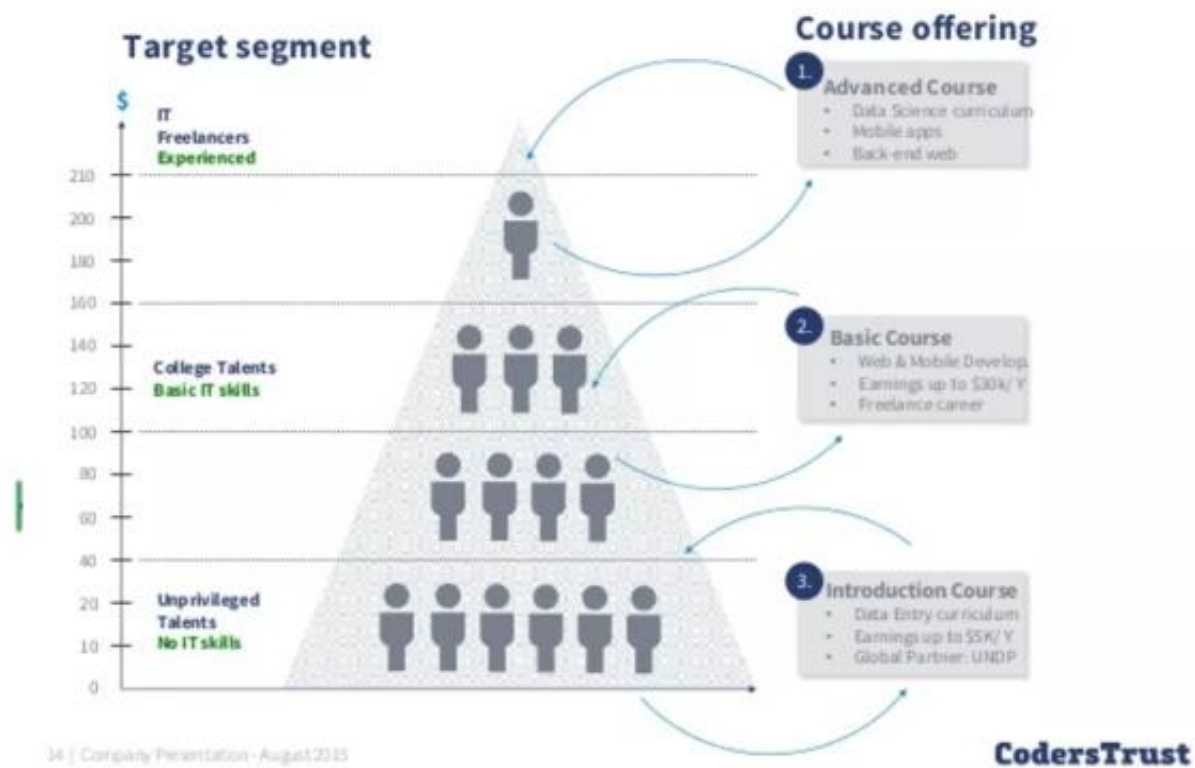


Figure 6: Customer Mix of CodersTrust

2.1.4 Product/service mix of CodersTrust

Coders Trust has identified some highly sought-after programs in the freelancing industry that provide freelancers the chance to earn a competitive wage. Coders Trust offers a total of nine programs, with durations ranging from several months.

The outcome is mostly determined by the program's contents and the severity of the problem. The organization offers exceptional initiatives for independent contractors, together with educational sessions, with the aim of motivating young individuals to achieve their aspirations. The company provides online classes at a discounted rate of fifty percent to maximize the advantages for persons who are physically present in the workplace, including housewives, disabled folks, and others. Furthermore, college students who practice a religion are offered complimentary counseling services on a recurring basis, in addition to the existing services given (Patil & Mayureshnikam, 2018).

Prior to suggesting any available books, Coders Trust performs an examination of the students to get a comprehensive grasp of their actual skills and capabilities. Subsequently, course suggestions are made based on this evaluation. In addition to its monthly publications, the organization also provides a diploma curriculum including graphic design, web graphing, and digital marketing. This is done to meet the growing need for social media marketing and internet businesses (Varadarajan, 2016).

Graphic Design	Responsive Web Design	Advanced Web Development
Digital Marketing	Web Design	Accounts Management System
SEO	Content Writing	Advance Excel
Video Production	Advanced Excel	English Learning

Figure 7: Available Courses by CodersTrust

2.1.5 Operations of CodersTrust

CodersTrust aims to provide services for the enhancement of skills and training in the field of information technology. CodersTrust achieves this objective via many departments and initiatives. The following is a synopsis of the key operations:

i. The Human Resource Management Department:

Recruitment Process: The duties of the recruitment process including advertising job vacancies, identifying candidates, conducting interviews, and managing recruitment-related processes.

Employee Orientation: Oversees comprehensive orientation sessions for newly recruited staff to familiarize them with the organization's culture and work environment.

Compensation Analysis: To ensure that employee pay is competitive, frequent compensation analysis is conducted and payment structures are updated appropriately.

ii. Department of Accounts: inside the organization

Financial Transactions: Responsible for overseeing and controlling all monetary exchanges, including payments, invoicing, cash flow, and payroll.

Financial Reports: Compiles financial reports, including the statement of financial position, balance sheets, and budgets. Additionally accountable for overseeing and evaluating financial data.

Controls: The application of controls serves the objective of mitigating errors, fraudulent activities, and theft in financial transactions.

iii. Department of Education:

Course Development: The course development department is accountable for the production of course materials, modules, and content. Career counselors are responsible for overseeing this department.

Mentor Selection: The mentor selection method entails the designation of very skilled persons with extensive computer expertise and scientific qualifications for each specific course.

Internet-based and in-person courses: Offers lessons via both online and offline platforms, according to predetermined schedules.

Support Services: Students encountering technical difficulties or seeking assistance with orders and chores may avail themselves of the 24/7 support services provided by Help Services.

iv. Department of Student Affairs:

Career Guidance: Provides current students with advice and direction on their career prospects, as well as chances for further training.

Communication: Disseminates information to students via emails, phone calls, and text messages on course details, schedules, and other relevant information.

Student Tracking: Student tracking is crucial for maintaining student progress, monitoring attendance, and documenting their significant contributions.

v. Business Development Department:

Market Research: Market research is a systematic procedure that entails close collaboration with organizational leaders to find untapped markets and make informed strategic decisions.

Database Management: Database administration is the act of enhancing databases, procedures, and structures to facilitate corporate expansion endeavors.

Sales Objectives: Establishes and strives to meet sales goals in order to fulfill sales objectives.

Customer Interaction: Interacts with students, offers advisory services, and cultivates productive relationships with customers as a component of the customer engagement process.

vi. Department of Digital Marketing, Sixth:

Online Marketing: This role entails executing diverse online marketing activities, including advertising, social media marketing, and promotions.

Content Creation: Content development involves regularly updating many social media platforms to attract attention to improvements in machinery, reductions in prices, and new product offers.

Market Research: Tasked with compiling advertising research files and maintaining market survey data as part of market research.

Digital Strategy: Formulates and implements digital strategies for online marketing, also known as digital strategy.

CodersTrust aims to facilitate individual's engagement in the digital economy, and the effective execution of these operational activities together contributes to the organization's success in delivering skill development and IT training services (Thabit, 2018).

2.1.6 SWOT analysis of CodersTrust Bangladesh

A SWOT analysis is a strategic planning tool used by firms to assess their internal and external factors, including strengths, weaknesses, opportunities, and threats. The process include assessing personal strengths and shortcomings, which are more manageable compared to external forces. Environmental analysis entails the examination of both potential advantages and disadvantages, which may be challenging to manage. SWOT analysis facilitates organizational decision-making by comprehending their conditions and discerning advantageous and disadvantageous data (Fullerton, 2020). It is used to ascertain the aims of a commercial initiative or project and identify the internal and external elements that may either support or hinder the achievement of those objectives. During my internship, I conducted an analysis of the strengths, weaknesses, opportunities, and threats of CodersTrust Bangladesh.

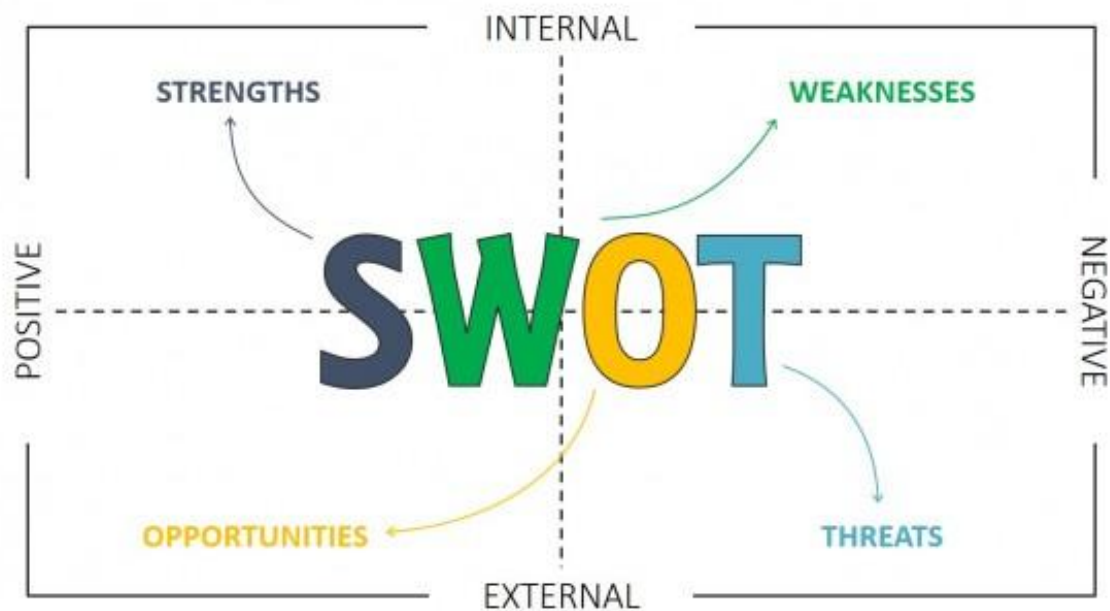


Figure 8: Steps of SWOT Analysis

Strengths CodersTrust Bangladesh

The word "strength" refers to the positive attributes and assets that exist inside an organization and contribute to its success. CodersTrust Bangladesh has some significant advantages that distinguish it from other organizations in the talent development sector (Kolb, 2012).



Organization's Cultural and Environmental Aspects

A well-organized culture fosters and promotes positive contributions. A conducive culture that fosters both personal and professional growth. Enhances the degree of commitment and engagement of the workforce.

Market Reputation

The positive image or reputation that is enhanced by having a worldwide presence of CeodersTrust Bangladesh. Also, efficient management that effectively caters to both the workforce and the consumers, and enhances the degree of confidence among stakeholders and potential students.

Experienced and Skilled Mentors

Access to mentors who possess both expertise and proficiency offers a competitive edge due to their substantial reservoir of knowledge. By implementing rigorous screening standards, we ensure the provision of mentors of exceptional quality. It enhances the overall quality of the education and training provided.

Efficient Workforce and Sales Teams

A highly skilled sales team is providing education on freelancing to individuals. Prospective students might be enticed via the use of strategic communication. Increases both awareness and enrollment via the use of effective marketing strategies.

Support System for Trainees and Students

The Help System for Trainees and Students offers 24/7 online access to extensive community assistance. Multiple support groups exist that provide a serene atmosphere for pupils. Fosters a sense of inclusion and aids in the resolution of problems.

A Diverse Array of Training Programs and Classroom Instruction

An extensive selection of courses specifically designed to cater to the individual needs and specifications of each participant. Programs are used to enhance skills that beyond the scope of freelancing. Meets diverse educational needs while also appealing to a broader audience.

BTEB Approved

The Bangladesh Technical Education Board has granted its permission for the accreditation and oversight of the program. Accreditation and compliance with educational standards are mandatory. Ensures reliability and adherence to industry standards.

Success Rate

The success rate is attributed to a diligent academic affairs department that assures high rates of success. Efficient student assistance strategies that enhance overall academic performance is crucial. The organization's reputation is bolstered, attracting a larger influx of pupils.

Collaboration with Robi Axiata

Through a collaborative effort, a relationship has been developed with Robi Axiata to provide students in distant places with free internet access. Collaborative endeavors facilitate the

availability of training possibilities for freelancers. Facilitates the accessibility of education in rural areas and contributes to the broader social impact.

Local adaptability

CodersTrust Bangladesh has many campuses in Dhaka: Banani (main campus), Munchak campus, Dhanmondi campus, and Mirpur campus. Additionally, they are also planning to construct a fourth campus in Chittagong. Individuals want the convenience of a flexible location, which refers to a location that is close to their home or workplace. As a result, they may attract more customers than their competitors (Gurel, 2017).

Weakness of CodersTrust Bangladesh

The presence of vulnerabilities hinders a firm from operating at its utmost capacity. The company has a weak brand; turnover rates that above the norm, elevated levels of debt, an insufficient supply chain, and a scarcity of resources. These are all areas that need improvement in order to sustain its competitive advantage. A firm's weakness might be attributed to the absence of certain instruments or processes necessary for achieving success. Due to its inherent vulnerabilities, the company is unable of to achieve its maximum capacity. Within the framework of a company, vulnerability pertains to the internal characteristics and assets that hinder the attainment of a favorable outcome. A notable drawback of the organization lies in its lack of emphasis on marketing, as seen by its informative but stagnant website, absence of a marketing plan, and insufficient funds allocated to marketing efforts. Occasionally, a company can derive advantages from its vulnerability, such as when it operates in obscurity, lacks the means to grow, is a newcomer to the industry, carries a high price tag, struggles to attract skilled workers, lacks a clear value proposition to customers, offers a product with a high price point, or lacks technological prowess (Bahador, 2019). Below is an inventory of the vulnerabilities that CodersTrust Bangladesh (CTBD) possesses:



Elevated rate of employee turnover

The company's high worker turnover rate is the most negative factor, posing significant challenges to the work environment. Due to the low salary scale, workers do not want to stay in their present post for a long duration, since it is the major underlying reason of this problem. Factors like as high levels of work pressure, demanding sales objectives, and the lack of a fixed work schedule might contribute to significant worker turnover.

The significant student attrition rate:

The primary drawback of CodersTrust Bangladesh is the substantial rate of student attrition, which can be ascribed to various factors such as financial constraints, a significant proportion of individuals who struggle with online education, limited internet connectivity, familial obligations, and work-related obstacles.

Selection of Campus Areas

Given that most of CodersTrust Bangladesh's campus locations are located in Dhaka, it poses significant challenges and expenses for students residing in the surrounding areas and other cities throughout Bangladesh to enroll in courses and further their education.

High Course Rate

The course fee is comparatively more than that of all other skill development schools, and the cost of offline courses is much bigger than the online price. Consequently, a substantial proportion of students discontinued their education due to the exorbitant tuition fees (Gurel, 2017).

Opportunities of CodersTrust Bangladesh

The existence of opportunities may lead to the availability of advantageous external factors that can provide a company a competitive advantage. The organization's operating environment presents many opportunities. They increase when a company effectively leverages the features of its surroundings to develop and execute strategies that enhance its competitiveness compared to other enterprises. Capitalizing on opportunities will enable the firm to gain a competitive edge. A business opportunity encompasses the act of selling or leasing various products, services, or equipment, among other possibilities. This kind of opportunity would provide the buyer the authorization to establish a corporate organization. In essence, a business opportunity refers to a collection of business investments that gives the purchaser the capacity to start a firm. While it is true that all company opportunities may be considered franchises from a technical standpoint, not all business possibilities fall under the category of franchises. Defining business possibilities is a complex process since different companies have different interpretations of the phrases' meanings. Examples of many business opportunities include acquiring a license, participating in network marketing, creating a distributorship, or starting a store. Within the framework of a company, the term "opportunity" refers to the external factors that the corporation might potentially use or leverage to its advantage. Below are the potential scenarios for CTBD (Aleksandar & Jaksa, 2018).



The capacity to disseminate over the whole country On-campus service provided within the immediate vicinity

CodersTrust Bangladesh (CTBD) intends to soon start the establishment of many branches around the country. They have the chance to provide service to their customers worldwide. Certain online courses provided on this website are inaccessible. Consequently, this situation offers CTBD a favorable opportunity to provide on-site assistance at the school.

Newly released courses now accessible

CodersTrust Bangladesh offers education at both the basic and advanced levels. In addition, the firm performs a market survey to ascertain the specific subjects that students are interested in acquiring knowledge about. CodersTrust often develops new courses in response to market need.

Provide access to online amenities

Considering the internet's fundamental role in today's society, CodersTrust Bangladesh has taken the proactive step of offering comprehensive support and expanding its services to include a complete online platform. As a result, CodersTrust successfully reached a larger cohort of students compared to previous instances, and this initiative proved to be beneficial within the COVID-19 pandemic.

Applicants who have shown extraordinary merit have a higher likelihood of receiving a recommendation

High-achieving students are given the opportunity to engage in various project-based enterprises for a certain duration. The CodersTrust Bangladesh (CTBD) is accountable for managing all aspects. CodersTrust Bangladesh (CTBD) is now offering a wide range of courses across many sites around the country. The student affairs division of CTBD serves several goals, one of which is to support students who are presently enrolled in the various courses offered in the curriculum. Each course produces one or two exceptional students, as determined by the mentors, based on their daily performance in coursework, assignments, quizzes, and other relevant variables. The mentors inform the CTBD student affairs wings about the students who have shown outstanding

performance during a particular course at the end of that course. Consequently, the CTBD student affairs wings are redirecting their attention towards the local market sector to attract individuals with such qualifications. Most well-established companies in this country often recognize the students who get assistance from CTBD's student affairs divisions in their respective industries. This distinction is granted based on the exceptional aptitudes shown by applicants who meet the specified criteria. The CTBD students have a remarkable opportunity to explore and pursue industries, which is the opportunity they are actively seeking. CTBD students often excel in certain local enterprises, achieving remarkable degrees of accomplishment (Anna, 2017).

Providing students with opportunities to enhance their project management abilities

Within the region referred to as CodersTrust Bangladesh (CTBD), students are offered a wide range of opportunities to further their professional trajectories. CTBD also receives various technical projects, which are then assigned to students who have the chance to oversee them in compliance with the relevant norms and laws. By capitalizing on this opportunity, students may get invaluable practical experience by engaging in field activities (Alexandrescu, 2018).

Threats of Coderstrust Bangladesh

A threat is an external factor that might jeopardize a company's performance by potentially impacting its operations and is not originating from inside the firm. The most apparent result would be a reduction in company revenue. During its operations, a company often confronts supplementary hurdles and undergoes a decline in productivity. It is crucial to identify the danger and differentiate it from the organization's vulnerability. In the context of strategic management, an external factor refers to something outside the organization's control that has the potential to unexpectedly and negatively impact the firm, regardless of its actions. Threats, inherently, possess negative attributes. Managers should vigilantly monitor the organization's environment and proactively implement defensive and preventive measures to mitigate the adverse consequences of these threats. The corporation encounters significant challenges in its environment, stemming from political factors, economic variables influenced by business, social and cultural aspects, legal issues influenced by business, natural environmental factors, ethical considerations, and more (Bonnici, 2016). The risks linked with CTBD are outlined below:



Engaging in novel educational institutions

Coders Trust may have challenges due to competition from other consultancies operating in this domain, such as Creative IT Institute and Careers Hub Bangladesh. The organization's expansion may be greatly impeded due to this competition, resulting in a substantial adverse impact.

An Analytical Assessment

Coders Trust Bangladesh, a non-profit organization, does not earn any income for its activities. It is quite rare to get negative feedback from students, but it is not commonplace to hear it from sponsored agents of competing training institutes. Both the reputation of Coders Trust and the company's market growth will be severely impacted as a direct consequence of this.

The present condition of the economy in the designated market

Due to the current state of the economy in our nation, which directly affects the expansion of their enterprises, students are discouraged from participating in skill development programs. This is a direct consequence of the current economic turmoil.

If the Bangladeshi government has stopped giving support

CodersTrust Bangladesh (CTBD) is a recipient of many forms of assistance from the government of Bangladesh on various occasions. Managing the company becomes very difficult without

support from the government of Bangladesh. The government of Bangladesh offers support to the CTBD via several means and departments (Kirby, 2018). The organization comprises the Department of Information, Communication, and Technology (ICT), the Office of the Prime Minister, the Ministry of Education, the Ministry of Postal Affairs, Communications Information Technology, and the Bangladesh Technical Education Council. The government of Bangladesh endorses this particular kind of global chain organization since it facilitates individual professional development and enhances freelancing prospects. The Government of Bangladesh offers help via several means, such as financial support, intellectual resources, and service provisions. The government of Bangladesh provides both aid and maintains vigilant supervision over the organization's activities and achievements (Fullerton, 2020).

Modifying the governmental policies

The government's policies play a crucial role in every organization. All government-affiliated agencies are obligated to adhere to the rules and regulations set out by the government. If there are any modifications made to such rules, the corporation will undoubtedly face substantial repercussions. Consider the scenario where the government of Bangladesh grants CodersTrust Bangladesh (CTBD) an extra allocation of Value Added Tax (VAT). The socio-economic position of Bangladeshi pupils is unfavorable, making it more tough for CodersTrust to achieve that goal. If the workers of CodersTrust Bangladesh (CTBD) are compelled to achieve a substantial level of income, it would adversely impact the organization since most of the individuals in mid-level positions are already employed (Nadube, 2018).

The economical condition of Bangladesh is now unfavorable. Regarding low to mid-level, the family is the primary source of the utmost. Consequently, people are often exempt from paying this income tax. There is now a situation in which employees at this company are experiencing a significant level of overtime. In the event of such an occurrence, there would be a higher incidence of workforce turnover, the firm's ability to sustain operations would be compromised, and managing the project in Bangladesh would become very challenging (Patil & Mayureshnikam, 2018).

2.2 Industry Analysis

Education technology, often known as edtech, is the most recent iteration of education that involves the integration of educational practices with information technology tools. Online learning enables students to participate in classes from any geographical place worldwide. Across the world, millions of people are enrolling in diverse educational technology courses provided by several companies situated worldwide. The education technology industry in Bangladesh had significant growth in 2019, despite its longstanding presence in the country. A plethora of educational technology companies emerged during the pandemic, and a significant number of them are now seeing growth. Between 2022 and 2030, the global market for the education technology industry is expected to grow at an annual rate of 16.5%. The global market is projected to reach a value of 429.5 billion USD by 2030. It is projected that the education technology industry in Bangladesh would have a market size of around 700 million USD by 2025. This is an excellent opportunity for Bangladeshi educational technology enterprises to broaden their activities on a global level (Fullerton, 2020).

CodersTrust Bangladesh, a Global Skill Development Institute, partners with renowned international development organizations such the United Nations Development Program (UNDP), the World Bank, Danida, and the Dutch foundation. It oversaw many projects in eleven different countries, including India, Malaysia, Poland, Kosovo, and Kenya, among others. This is the only and largest foreign skill development institution in Dhaka that has been founded so far. Dhaka city has four places where about 120 core members are engaged to give help to pupils. The institution serves students from all around Bangladesh by offering over twenty diverse vocational courses, available both on-campus and via online platforms (Nadube, 2018).

Suitable Impact for a Nation



Figure 9: Industry Analysis of CodersTrust Bangladesh

2.2.1 Specification of the industry

Coders Trust is a corporation that focuses on the education and enhancement of skills in the market. The organization specializes in offering programming classes and training exclusively tailored for freelancers. A notable characteristic of this industry is the offering of tailored educational initiatives aimed at enhancing the job prospects of those employed in the field of development and programming (Anna, 2017).

2.2.2 Size, Trend, and Maturity of the Industry

The freelancing and skill development industry in Bangladesh is growing due to the rising need for individuals with expertise in programming and freelancing on a global level. CodersTrust serves a diverse range of people who are interested in enhancing their skill sets. The business is seeing a shift towards online and remote learning, especially in the wake of the COVID-19 pandemic. This phenomenon is especially evident in the United States. Furthermore, there is a growing trend towards acquiring highly specialized and unique talents to meet the specific demands of the job market. The business sector in Bangladesh is now in its early stages of development and is continuously evolving to meet the dynamic demands of the labor market. Rapid technological improvements significantly contribute to the continued need for skill

upgrades, which are essential for businesses to continuously evolve and adapt (Alexandrescu, 2018).

2.2.3 External economic factors

Major training schools might enhance the viability of their company by offering services to other organizations. Freelancers in Bangladesh have not received sufficient recognition. However, the present government has taken steps to provide them with their own distinct identity, acknowledging their contribution to the country's gross domestic product (Smith & Albaum, 2012).

2.2.4 Technological factors

The industry is significantly influenced by technological advancements, namely in the fields of programming and freelancing. This is particularly true in the domain of freelancing. To ensure the provision of up-to-date and relevant courses, it is essential to stay abreast of the latest technology advancements. Online learning platforms CodersTrust is faced with both advantages and challenges due to the widespread availability of online learning platforms and technology. The use of technology for the purpose of remote learning is very essential; yet, there is intense competition in the realm of online education (Varadarajan, 2016).

2.2.5 Barriers to Entry

The industry requires a group of very skilled mentors and teachers, which poses a challenge for those without the necessary abilities to enter. Adhering to educational regulations and standards, such as obtaining accreditation from the Bangladesh Technical Education Board, acts as a barrier to entry and ensures quality control (Gurel, 2017).

2.2.6 Supplier Power

In the realm of freelancing, the connection between the customer and the supplier is not immediately evident. By using the internet, they establish communication, provide services, and engage in commercial activities. Coders Trust, being a training firm, offers its services via both offline and online platforms. Students have the capability to engage with one another at any given time, regardless of whether they are in a physical or virtual setting (Aljafari, 2016).

2.2.7 Buyer Power

The influence of buyers, including students, is significant, especially when considering the competitive landscapes. Ensuring customer happiness necessitates many crucial elements, such as delivering cost-effectiveness, establishing robust support systems, and addressing the needs of students. Pricing sensitivity may impact enrollment since potential customers may be responsive to the course's cost. To ensure the enrollment of a diverse student population, it is crucial to achieve a harmonious equilibrium between cost and excellence (Anna, 2017).

2.2.8 Threat of Substitutes:

The threat of replacements comes from other institutions in Bangladesh that provide programming and freelancing courses that are equivalent to those taught by the school that is now being considered. Coders Trust has to enhance the quality of its courses, continue to provide mentorship, and broaden the scope of its support services in order to differentiate itself from other organizations in the industry. The availability of online resources and self-learning options creates a possible risk since individuals may choose to educate themselves on their own rather than enrolling in formal programs. This might be a risk for the organization (Fullerton, 2020).

2.2.9 Industry Rivalry:

The education industry in Bangladesh is highly competitive, with several training institutions vying for a share of the market. The main significance is in differentiation via the offering of unique program alternatives, exceptional mentors, and effective marketing strategies. To maintain a competitive edge, it is crucial to consistently reinvent the course content and delivery methods (Nadube, 2018).

The objective of this market analysis is to provide a comprehensive understanding of the many factors that impact Coders Trust Bangladesh in the field of skill development and freelancing. In order to maintain success in the Bangladeshi market, the corporation must make strategic decisions that are influenced by these characteristics.

CHAPTER 3:

ANALYSIS AND FINDINGS

3.1 CodersTrust Bangladesh's sales and marketing strategy

The success of firms is often linked to their adeptness in executing marketing plans and well-crafted strategies that delineate their competitive approaches. The conventional STP framework for marketing strategy focuses on market segmentation, target selection, and positioning, enabling organizations to efficiently utilize their finite resources. CodersTrust Bangladesh highly prioritizes their target audience and does market research to identify their ideal clientele. The organization classifies the standard demographic of the target audience, taking into account elements such as approach, attention, marketing methods, willingness to pay, and budget.

The evaluation of the target audience offers several benefits such as boosting sales, ensuring customer happiness, cost efficiency, gaining a competitive edge, and expanding the pool of potential customers and success rates. CodersTrust have the ability to discern and focus only on customers who can get advantages from their offerings, sustain enduring partnerships, operate in a cost-efficient manner, and provide competitive benefits. Moreover, this strategy enhances the influx of potential customers and improves the rates of achievement. In summary, firms must use efficient marketing tactics in order to successfully accomplish their aims and objectives.

3.1.1 Identification of the target audience

Strategic segmentation: Performs comprehensive market research to identify and classify target demographics.

Concentrated Strategy: Emphasizes major target groups, such as self-employed persons, college students, employed individuals, those without jobs, and retired folks.

CodersTrust Bangladesh primarily focuses on the following persons when it comes to its key emphasis (target clients):

Independent contractors

The term "freelancer" pertains to those who are currently engaged in freelance work and have a keen interest in enhancing their expertise and skills via participation in various information

technology courses. Many independent contractors are enrolling in programs to augment their existing abilities or learn new ones. Moreover, the Freelancer group has significant significance for CodersTrust Bangladesh, accounting for a quarter of the company's overall revenue.

Universe Students

Students participating in higher education at the university level have access to courses designed to enhance their skill development. For students aspiring to optimize their academic pursuits and prepare for careers as self-employed professionals, courses like this one are vital prerequisites. This cohort constitutes over fifteen percent of the student population at CodersTrust Bangladesh.

Employed Individuals

Currently, a significant proportion of individuals are considering freelancing as a way to augment their earnings, leading them to explore opportunities for freelancing education. This category constitutes around twenty percent of the students enrolled in CodersTrust Bangladesh.

Unemployed Individuals

Over 35% of the students enrolled in CodersTrust Bangladesh's freelancing programs are part of the 35% of students who are currently unable to secure employment in their home country due to the scarcity of job opportunities. The scarcity of job opportunities in that area is the underlying cause for this situation.

Retired Person

Freelancing is gaining popularity among retirees in today's culture since it allows them to use their spare time productively and provides a significant source of income. This is because it enables retirees to use their available time. We have received information that a significant number of individuals with prior work experience are now migrating to Bangladesh to join CodersTrust Bangladesh and get training in the freelancing industry. In addition, at least five percent of the whole student population consists of students who were admitted subsequent to their acceptance into this particular group.

The image below depicts the graphical depiction of the client acceptance rates seen by CodersTrust Bangladesh:

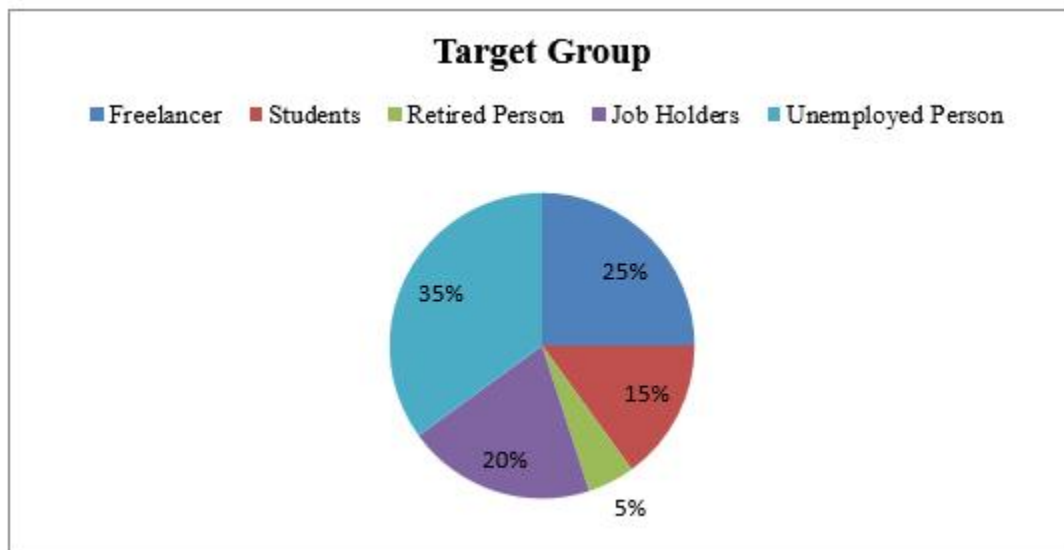


Figure: Target Customers of Coders Trust Bangladesh

Coders Trust Bangladesh is now prioritizing the delineation of its target demographic by discerning shared consumer attributes. This entails comprehending the demographic characteristics of the nation's populace, including their requirements, inclinations, and prospective obstacles. By doing so, the corporation will be able to engage in a broader spectrum of market endeavors, so enhancing its prospects of attracting new clientele. By prioritizing this study, Coders Trust Bangladesh will have a deeper understanding of its target demographic and be able to customize its marketing strategy appropriately.

Demographic and Geographic Segmentation

Coders Trust Bangladesh largely depends on demographic data to facilitate its operations, providing users access to diverse elements such as target audience attributes, customer base profiles, and demographic assessment.

Data-Driven Marketing: Utilizes demographic data, such as age, income, gender, education level, and geography, to customize marketing campaigns.

Geographic growth: Implements a strategic approach to broaden its physical footprint by establishing more branches and campuses, with intentions to pursue future countrywide growth.

Demographic Segment				
Age	15-20 years	20-25 years	25–30years	30 years +
	18%	34%	38%	10%
Income	High Ranged	Middle Ranged		Low Ranged
	12%	60%		28%
Gender	Male		Female	
	55%		45%	
Level of Education	From S.S.C Pass			
Location	Inside Dhaka		Outside Dhaka	
	62%		38%	

Table: Demographic Segments of Coders Trust Bangladesh

3.2 Coders Trust Bangladesh's Marketing Mix Strategy (7Ps)

CodersTrust Bangladesh has a thorough Marketing Mix approach, referred to as the 7Ps, to efficiently handle its sales initiatives in the competitive IT training industry. This report provides a detailed examination of each component of the 7Ps framework and elucidates its impact on the achievement of organizational success.

i) Product and Services (Training Courses)

Diverse Portfolio: CodersTrust provides a diverse portfolio of short-term and diploma courses that appeal to a broad variety of skill development demands.

Quality and Relevance: The courses are meticulously crafted to possess visually captivating elements, ensuring their effectiveness and customization to cater to the distinct requirements of both students and professionals.

Innovation: Continuously refreshes and launches novel initiatives, such as the "Women skill development and empowerment" project.

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

Chart: Courses provided in CodersTrust Bangladesh

ii) Geographical area of coverage in Bangladesh

Strategic Presence: Maintains operations in 11 countries, with established physical offices in Denmark, Bangladesh, the United States, and Kosovo.

Geographic Expansion: Intention to establish more branches, demonstrating a dedication to provide coverage over the whole country.

Strategic Placement: Sets up campuses in crucial areas, ensuring that education is easily accessible to a wide range of individuals.

Number of Branches/ Campus		
District	Area	Campus
Dhaka	Banani	01
	Dhanmondi	01
	Malibag	01
	Mirpur	02
Chittagong	Opening Soon	

Table: Total amount of branches and campuses of Coders Trust Bangladesh

iii) Course fees

Competitive price: Implements price techniques that ensure the affordability and competitiveness of excellent education in the market.

Discounts & Incentives: Provides a 50% reduction in price for persons who are poor or handicapped, demonstrating a strong dedication to inclusion.

iv) Advertising campaigns

Multichannel Marketing: Involves a variety of promotional strategies, such as billboards, social media marketing, television commercials, and events.

Regular Updates: Regular updates guarantee that billboards accurately represent the latest courses, facilities, and specials, hence maintaining up-to-date marketing materials.

Social Media Dominance: Social Media Dominance utilizes the influential capabilities of social media to effectively implement pop-up advertising, manage site pages, and conduct marketing campaigns on platforms such as YouTube and Instagram.

v) **Individuals**

Customer-Centric Teams: Utilizes a proficient company development and digital marketing team with a primary emphasis on delivering exceptional customer care.

Relationship Building: Teams focus on cultivating robust client connections, which contribute to heightened customer satisfaction and unwavering commitment.

Client Interaction: The sales staff initiates contact with prospective consumers by conducting in-person consultations, therefore providing a customized and individualized experience.

vi) **Empirical evidence**

Brand Image: Emphasizes brand control by using branded items such as t-shirts, mugs, cups, and pens.

Quality Assurance: Concentrates on delivering superior training tools and instructional materials to improve the overall learning experience.

vii) **Procedure**

Systematic Service Delivery: Enforces a well defined procedure from first client interaction to course evaluation, guaranteeing a uniform and effective service delivery.

Adaptive Processes: Demonstrates flexibility by consistently revising marketing materials and increasing physical locations in response to market developments.

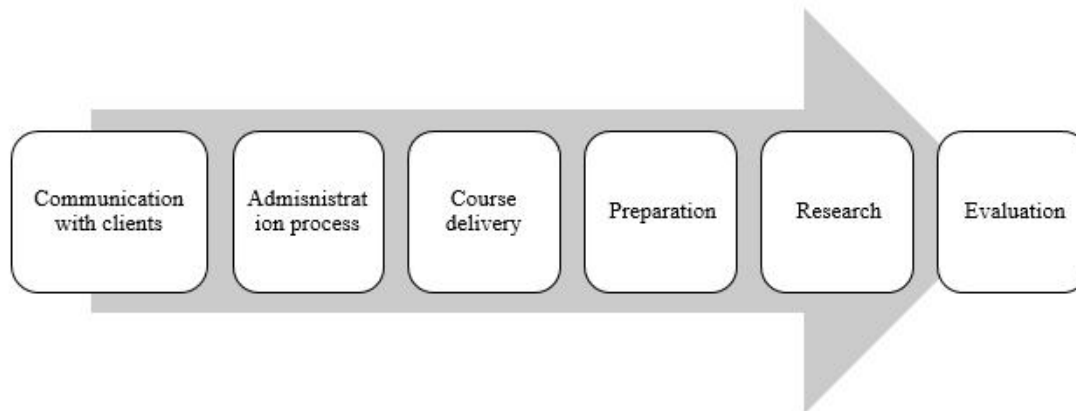


Figure: Product Solution Process of Coders Trust Bangladesh

CodersTrust Bangladesh's Marketing Mix approach include product innovation, strategic placement, competitive pricing, multichannel promotions, customer-centric teams, brand management, and efficient service delivery procedures, all of which contribute to successful sales management. The comprehensive strategy used by CodersTrust is a key factor in their success within the IT training business.

3.3 Coders Trust Bangladesh's sales and customer relationship management

The sales and customer relationship management capabilities of CodersTrust Bangladesh are exceptional, and the company employs strategic techniques to assure the happiness and loyalty of its customers. An overview of their customer relationship management (CRM) and sales methods is provided below:

i) The CRM Methods and Instruments

Integration with Zoho CRM CodersTrust makes use of Zoho CRM, a powerful customer relationship management platform, in order to expedite interactions, manage leads, and monitor client data in an effective manner. Data collection is the process of capturing key customer information, such as names, email addresses, phone numbers, and addresses, across a variety of

platforms. This ensures that a thorough knowledge of customers is achieved (KYC stands for "Know Your Customer").

ii) Creating Leads and Prospecting for Customers

Client prospect list function is responsible for maintaining a dynamic list of possible clients that are collected from a variety of sources such as ads, trade exhibits, and seminars. The Lead Conversion feature of Zoho CRM is responsible for converting qualifying leads into contacts and opportunities, so establishing a centralized database that facilitates efficient marketing interaction.

iii) Order Processing and Marketing Campaigns for Sales

Organization of marketing efforts Makes use of Zoho CRM to organize and record the total cost of marketing campaigns, therefore presenting a clear picture of each client's engagement in a variety of efforts. The Sales Order Management feature in Zoho CRM allows for the efficient management of the sales order process, allowing for the conversion of client offers into orders with only a single click.

iv) Managing payments and generating invoices

The generation of bills involves sending invoices to customers in a timely manner in order to seek payment for services given, therefore establishing a billing procedure that is both professional and transparent. Options for flexible payment recognizes the financial limits that customers have and provides flexibility in payment, including the ability to set up installment plans and the ability to accommodate a variety of financial circumstances.

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

Invoice Page in Zoho CRM

v) Interaction with Customers and the Development of Relationships

Business development and sales teams actively connect with customers by way of phone conversations, meetings, and in-person consultations. This is referred to as "proactive client engagement." The goal understanding process involves gaining insights into the aims of customers, which ensures a tailored approach to meeting their requirements and preferences. In order to boost confidence, clients are encouraged to continue their courses by discussing their successes and accomplishments, which helps to create an atmosphere that is supportive of learning.

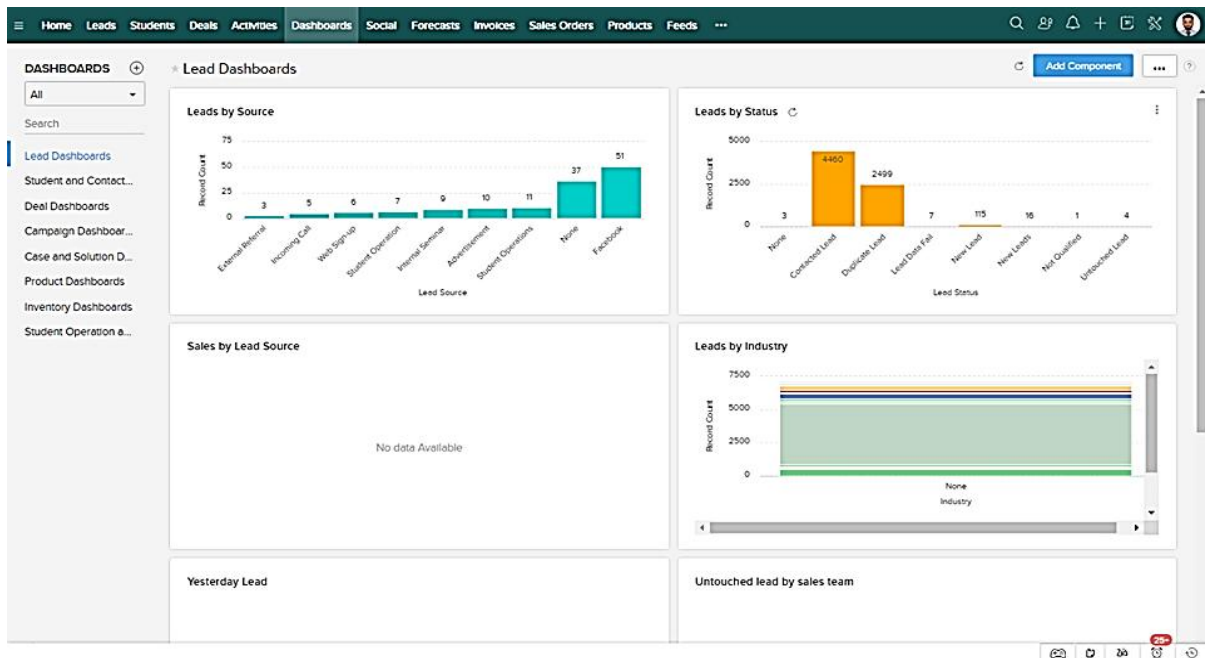
Map Fields for Leads Conversion

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

Zoho CRM's page for lead generation



Dashboard for Prospects and Leads in Zoho CRM

vi) Providers of Support Services and Orientation Sessions

The New Student Onboarding process involves holding orientation meetings for new students, during which they are provided with information about tutors, success stories, and support services that are available. Participants in diploma programs are eligible for lifelong support, which includes continued mentoring and help despite the fact that the program has been completed. Both real-time monitoring and sales forecasting are included.

vii) Sales Forecasting and Real-time Monitoring

Utilizes sales forecasting to make educated judgments and anticipate future sales trends, hence maximizing corporate strategy. Strategic decision-making is a vital component of business operations. Real-time company views feature gives users the ability to observe their own company in real time using Zoho CRM, which enables them to continuously monitor and alter their sales procedures.

viii) Ongoing and Constant Improvement

Encourages input from customers in order to find areas that might be improved and to improve the overall learning experience. Adjusts to changes in the market by routinely updating customer relationship management (CRM) data, launching new courses, and expanding physical locations, so guaranteeing that the organization remains relevant and competitive.

ix) Records

A recording refers to any audio or video material collected inside a module. If there are 10 leads in the Leads module, then each lead corresponds to a record. For example, if there are 10 contacts in the Contacts module, then each of those ten contacts is considered a record.

CHAPTER 4:

INTERNSHIP EXPERIENCE

4. Internship Experience

4.1 Position, Duties, and Responsibilities:

In the process of my internship in marketing at CodersTrust Bangladesh, I was largely responsible for doing research and developing strategies to make use of social media platforms in order to promote the products and services offered by the firm. During my time as an intern at CodersTrust Bangladesh, I was tasked with the responsibility of formulating and putting into action efficient sales tactics with the intention of significantly enhancing the market position of the firm. One of the most important jobs that I have is to carry out extensive market research. In this role, I am responsible with doing an in-depth analysis of the industry in order to uncover prospective possibilities and liabilities. In order to design a sales strategy, it is necessary to work together with the sales team in order to come up with creative tactics that are targeted at increasing sales and accomplishing the revenue goals of the firm simultaneously. The term "competitor analysis" refers to the process of conducting a comprehensive investigation of the sales methods used by rivals in order to uncover prospective areas for enhancement and innovation. When we talk about customer engagement, we are referring to the process of actively engaging with customers in order to obtain an understanding of their requirements and preferences, as well as integrating their input into the process of developing business strategies. A key component of performance tracking is the implementation of systems that evaluate the effectiveness of sales tactics and the subsequent modification of those plans based on the data that is obtained.

4.2 Training:

In the course of my internship, I was provided with extensive instruction in a variety of fields, including but not limited to. For the purpose of developing sales strategies that are in line with the aims and objectives of the company, sales strategy development refers to the process of systematically acquiring the information and skills that are required for this purpose. Methods of market analysis include the acquisition of skills in the use of a wide variety of tools and approaches specifically designed for the purpose of market study. As part of the client engagement strategies, training in effective communication and interaction with customers is provided in order to completely comprehend the needs that they have. The activity of acquiring

knowledge in the analysis of data for the purpose of evaluating and measuring the performance of initiatives that have been made is known as data analytics.

4.3 Contribution to Departmental Functions:

Through the implementation of sales strategies, the solicitation of client feedback, the collaboration with the sales team to align plans with operational needs, and the generation of reports to monitor the execution and efficacy of sales strategies, I was able to improve the performance of the Sales Department.

4.4 Evaluation:

In the process of evaluating my performance, my supervisor took into consideration my capacity to successfully put into action the strategies and plans that I had developed. The assessment also took into consideration the quality of the material that I had developed, the size of my following base, the degree of interaction that I had with customers, and the overall efficacy of my campaigns.

4.5 Skills Applied

Over the course of the internship, I made use of my skills in strategic thinking, effective communication, data analysis, and problem-solving in order to construct and implement sales strategies, evaluate the performance of the plan, and find solutions to problems in order to maximize the results and achieve the best possible outcomes with the help of my abilities.

4.6 New Skills Developed

My internship provided me with the opportunity to acquire new skills, including the ability to create and manage social media campaigns, the development of strategies for consumer interaction, and the use of influencer marketing strategy. I was also able to build abilities in analytics, making it possible for me to measure the efficiency of ads and analyze data pertaining to customers.

4.7 Application of Academic Knowledge:

As it came to obtaining a grasp of theoretical difficulties and putting those understandings into reality, my academic experience proved to be really beneficial. ideas gained in marketing and strategic management courses were instantly applicable throughout the process of developing and implementing effective sales strategies. This was made possible by the fact that these ideas were immediately relevant. I was able to augment and validate the academic material that I had obtained during the course of my studies by gaining professional experience via the internship that I participated in.

CHAPTER 5:

CONCLUSIONS AND KEY FACTS

5. Conclusions and Recommendations

5.1 Conclusion

In summary, CTBD has a proactive stance towards skill development and education in freelancing. CTBD utilizes government backing and international cooperation to traverse the ever-changing EdTech business, despite hurdles such as competitiveness and economic obstacles. The suggestions for maintaining a skilled workforce, improving sales tactics, and incorporating technology, along with important insights highlighting flexibility and customer focus, offer a strategic plan for CTBD's continued expansion and achievement in the changing field of freelance education.

5.2 Recommendations for improving departmental operations

CTBD, a corporation renowned for its efficient management approach, is confronted with a significant staff attrition rate. In order to enhance employee retention, the organization should choose seasoned and proficient personnel that possess robust leadership abilities, since training demands a significant amount of time and effort. This will provide a conducive work atmosphere for promoting well-being and productivity. Below are recommendations for enhancing the efficient management of sales strategies at CodersTrust Bangladesh.

Develop and deploy resilient Customer Relationship Management (CRM) systems

Allocate resources towards implementing sophisticated client Relationship Management (CRM) systems to optimize sales procedures, monitor client engagements, and efficiently handle potential business opportunities. An all-encompassing CRM system promotes decision-making based on data and improves the management of client relationships.

Harness the power of data analytics

Utilize data analytics techniques to get valuable information on consumer behavior, market trends, and the efficacy of sales methods. Examining data may assist in making well-informed judgments, enhancing sales strategies, and uncovering novel prospects for expansion.

Segmentation of customers

Employ customer segmentation tactics to customize sales approaches according to the distinct requirements and preferences of various client segments. This focused strategy boosts the relevancy of sales efforts, resulting to higher client satisfaction.

Improve Sales Team Training

Offer continuous training to the sales force to ensure they stay informed about market developments, possess comprehensive product knowledge, and use efficient sales strategies. Frequent training sessions enable the team to effectively adjust to shifting market circumstances and enhance their sales effectiveness.

Utilize technological tools

Incorporate sophisticated sales technology solutions, such as artificial intelligence (AI) for predicting sales and chatbots for interacting with customers. The use of automated processes for repetitive work enables the sales force to concentrate on strategic goals and cultivating customer relationships.

Enhance the efficiency and effectiveness of online sales platforms

Consistently enhance the online sales platforms and websites to maximize customer experience and streamline transactions. Intuitive interfaces, concise product information, and robust payment methods enhance conversion rates.

Collaborative relationships and cooperative agreements

Seek for potential avenues for establishing strategic collaborations and alliances with other entities within the business. Collaborative endeavors have the potential to broaden the client base, provide entry to untapped markets, and establish mutually advantageous partnerships.

Implementation of the feedback mechanism

Implement a strong feedback system to collect valuable data from clients about their interactions with the sales process. Examine consumer input in order to find areas that want enhancement and thereafter execute necessary modifications.

Sales Performance Metrics

Establish and consistently evaluate essential metrics (KPIs) for the sales staff. Monitor key performance indicators like as conversion rates, client acquisition expenses, and sales pipeline advancement to assess the efficacy of sales techniques.

Implementing an agile sales& Marketing strategy

Adopt an agile approach to sales plan execution, allowing for fast revisions depending on market input and changing conditions. This adaptability guarantees that sales tactics continue to be sensitive to the changing requirements of customers.

Ongoing Market Research

Continuously engage in market research to be updated on industry trends, competitor actions, and upcoming prospects. CodersTrust maintains a competitive advantage by adopting a proactive approach to market information.

Adopting a customer-centric approach

Cultivate a culture within the sales force that prioritizes the needs and satisfaction of customers. Place emphasis on understanding client requirements and delivering tailored solutions. Adopting a customer-centric approach fosters trust and loyalty, which in turn leads to the development of enduring connections.

By applying these suggestions, CodersTrust Bangladesh may improve the effective administration of its sales initiatives, promoting sustainable expansion and preserving a competitive advantage in the ever-changing freelancing business.

5.3 Key understanding

Adaptability matters

CodersTrust should adjust their sales strategy to the freelance industry's fluidity. Reacting quickly to market input and new trends promotes relevance and effectiveness.

Decision-making with data

Data analytics power must be understood. CodersTrust uses customer data and market trends to optimize tactics, make choices, and enhance sales processes.

Training and Learning Always

Understanding the necessity of sales team training is crucial. Regular skill building sessions keep the workforce abreast of industry developments, helping them negotiate complicated market conditions.

Technology Integration Multiplies Force

Technology must be seen as a sales force multiplier. Advanced technologies like AI for forecasting and chatbots for client interactions help the team concentrate on key projects and boost productivity.

Growth from Strategic Partnerships

Strategic relationships and alliances must be understood. Collaboration may increase CodersTrust's market reach, open new doors, and improve its freelance position.

Customer-centricity as a competitive advantage

CodersTrust stands apart in a competitive industry by understanding client needs. Prioritizing client demands in sales techniques generates trust, loyalty, and company success.

Strategy Implementation Agility

Successful plan execution requires agility. CodersTrust can adapt to market changes and meet consumer expectations by iterating sales methods.

Continuous Improvement Feedback Loop

A strong consumer feedback loop is essential for continued development. Regularly gathering and evaluating consumer feedback helps CodersTrust discover strengths and weaknesses.

Strategies for Sales Metrics

CodersTrust uses sales analytics strategically to assess performance and optimize. Key performance indicators (KPIs) quantify sales effectiveness and inform strategic decision-making.

Proactive market research

Proactive market research puts CodersTrust ahead. Information regarding industry trends, rival activity, and upcoming prospects helps the company make educated choices and capitalize on market developments.

Technological Balance with Human Touch

Understanding the technology-human touch balance is key. Technology improves productivity, but developing enduring connections and customer satisfaction requires a tailored and human touch.

Focus on Customer Satisfaction

Recognizing that client happiness drives corporate success strengthens CodersTrust's dedication to excellent service. Putting customers first and exceeding expectations boosts reputation and draws more customers.

CodersTrust Bangladesh may manage its sales strategy for sustainable development and competitiveness by internalising these essential understandings and navigating the freelancing business with a strategic and customer-centric approach.

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