

SWOT Analysis of CodersTrust Bangladesh

Prepared for

**Dr. Khandoker Mahmudur Rahman, Associate Professor, SOBE, United
International University**

Prepared by

Jannatul Ferdous

ID: 111 142 012

United International University

Date of Submission: 29th May 2019

LETTER OF TRANSMITTAL

May 29, 2019

Dr. Khandoker Mahmudur Rahman

Associate Professor, SOBE

United International University

Subject: Submission of Internship Report on “SWOT Analysis on CodersTrust Bangladesh.”

Dear Sir:

I am submitting my internship report as a part of my internship and would like to take the opportunity to thank you for your guidance and supervision in its completion. With great pleasure, I submit my report on the “SWOT Analysis of CodersTrust Bangladesh”. I have been doing my internship at CodersTrust Bangladesh, from 1st July 2018 which completed by 30th September 2018.

While working with CodersTrust Bangladesh, I have tried to enhance my knowledge and skill. I have tried to gather prior knowledge about the organization culture and how it works before facing the professional world. I express my profound gratitude to my supervisor Dr. Khandoker Mahmudur Rahman (Associate Professor, SOBE) for providing his important instructions, proper suggestions and correction for improvement.

I have endeavored my measurement best to set up a suitable and respectable report. I believe you will find this report vitality of all the work I have put in it.

Yours Sincerely,

Name: Jannatul Ferdous

ID No: 111 142 012

Department of Business Administration

United International University

ACKNOWLEDGEMENT

First of all, I would like to express my gratefulness towards Almighty Allah, who has given me the strength and confidence to complete the entire process of my internship program and to finish my report as well.

I would like to appreciate for the gratitude and the support provided by my Supervisor, Dr. Khandoker Mahmudur Rahman Associate Professor, SOBE, United International University, Bangladesh. He always guided me to bring in something original for my working report and encouraged me to work hard to produce a quality report during my internship period. His experienced guidance and critical suggestions regarding the paper has provided me with the necessary help for the report and make a proper working report within the short duration available. Again, I would like to thank him for allowing me to work on such a challenging report and without his strong supervision such hard task would not have been possible.

I would also like to mention the consolation provided by my supervisors at CodersTrust Bangladesh, Dr. Khandoker Mahmudur Rahman and other people whom supported me. All of them supervised my work, taught me the work I was assigned, gave me feedback regarding the work completed which helped me in becoming more efficient while learning and maintaining corporate culture and its customs. I thank them for accompanying me in this journey to assess me help regarding preparing the report.

I would like to humbly express my thankfulness and indebtedness to all my faculties who have taught, helped, guided and motivated me over the last four years to train and equip me for the corporate world out there.

Table of Contents

LETTER OF TRANSMITTAL	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	v
CHAPTER 1	1
Introduction of the Report.....	1
1.1 Introduction	2
1.2 Origin of the report.....	2
1.3 Objectives of the report	2
1.4 Scope of the study	3
1.5 Limitations of the study.....	3
1.6 Methodology	4
CHAPTER 2 Organizational Detail.....	5
2.1 Organization Profile	6
2.1.1. History	7
2.1.2. Vision.....	7
2.1.3 Mission	7
2.1.4. Purpose	8
2.2 Services of Coders Trust	9
SHORT COURSES	9
DEPLOMA COURSES.....	10
CHAPTER 3	11
SWOT ANALYSIS	12
3.1. STRENGTH.....	13
3.2 WEAKNESS.....	24
3.3 OPPORTUNITY	28
3.4 THREAT	32
CHAPTER 4 Workplace Problem & Challanges	40
4.1. Workplace Problem.....	41

4.2. Workplace Challenges.....	43
CHAPTER 5	44
Conclusion and Implication	44
REFERENCES	45
APPENDIX.....	46
List of figures Figure.....	46

EXECUTIVE SUMMARY

This report is based on a freelancing training institution which known as CodersTrust, Bangladesh. Got a phenomenal and remarkable experience while working in this organization. In this comprehensive report, I have discussed about strengths, weaknesses, opportunities & threats of the company, which I observed and perceived during my internship period. In this report, you will find the detail about the company based on its current position. During my internship program, I mainly worked under Business Development team and I have been also assigned as a Sales & development member and work as a career advisor as well. Learning to work in practical environment was the main purpose of internship and to apply the knowledge acquired during the studies from a real world scenario or perspective in order to tackle the problems using the knowledge and skills learned during the academic process and I feel glad to say I have learnt enough professionalism. In this report, the detailed analysis of the organization has been done and all the technical, managerial and strategic aspects have been evaluated to analyze the strengths, weaknesses, opportunities & threats of the organization. For the last three months, I have taken part in tasks ranging from student counseling, data collection, data analysis, event management, monitoring online English communication class and freelancing support for the students. All in all, the experience working with the organization was a great and given me an insight on how to shape my career for responsibilities in the near future.

CHAPTER 1

Introduction of the Report

1.1 Introduction

“The theory without practical is lame and practical without theory is visually impaired.” The idea of SWOT Analysis has turned into a key alternative in general amplification of an organization. An administration understudy needs pragmatic hands on involvement to succeed as a supervisor. Down to earth education in an understudy's life is central. It profits an understudy to ken the bona fide life circumstance and predicaments of life. Preparing benefits an understudy to associate with the accomplished individuals of the corporate world and subsequently gain more from them. Here the understudy figures out how to apply hypothetical discernment by and by. Being an understudy of BBA, it was a truly significant and essential involvement with the CodersTrust Bangladesh. We took in the administration subject, ran over to sundry everyday exercises of sundry division in the association. The wondrous experience has given me an early light to what I had contemplated. The report contains the organizational study done at CodersTrust Bangladesh.

1.2 Origin of the report

This is an internship report prepared as a demand which needed for the completion of the BBA program. The main purpose of the internship was to provide ‘on the job’ Experience and an opportunity to apply the theoretical conceptions in real existence state of affairs. Students are placed in organizations, groups, research institutions as well as development initiatives.

In this connection, after the completions of the BBA program, I was assigned to Business Development department as a sales and development executive at CodersTrust Bangladesh for practical orientation. I chose the topic “SWOT Analysis ” for my internship report under the supervision of Md, Shariar Pavel (Head of Business Development of CodersTrust Bangladesh).

1.3 Objectives of the report

The goal of the report is to understand the whole process of the organization and understand their Strength and weakness and find out the opportunity and threat of the organization. This internship allows us to co-ordinate with the hypothetical learning and the down to earth understanding. The following are of objective for internship in this organization:

- To apply the knowledge I learn from my study to develop the business.
- To know the whole marketing operation.

- To know the process of business in real field.
- To know their sustainable development process and analysis.

1.4 Scope of the study

In our country Freelancing industry can play a major role in our economy. In that competitive business environment; freelancers can play an important role by making them self-employed and earning foreign currency for our country.

- As CodersTrust is an international organization, so there was a possibility to learn Multi-cultural activities.
- Got enough time to study and preparing the report on time.
- Material of the study was available and there was more other sources from where I could collect the data
- The industry is growing tremendously for the response of student.

1.5 Limitations of the study

There were some barriers whilst accomplishing the report, those are summarized here:

- As the internship program was for limited period, so it is not possible to focus on the entirety deeply and it is the major impediment while making ready this report on time.
- Work pressure within the office changed some other issue proscribing this report from being increasingly unmistakable or investigative.
- Another major obstruction is Confidentiality of data that upset the examination. As we know each business has its own mystery that isn't disclosed to all individual open air the office. While gathering data on the Coderstrust BD, staff did not uncover adequate data for privacy guideline of the organization.
- Though CodersTrust is an international organization, it was not been possible to contact and take guideline from any higher authority staying out country.

1.6 Methodology

For smooth and accurate study everyone has to follow some rules & regulations. The Study inputs were collected from two sources:

Primary sources:

- Practical work at CodersTrust BD as a Business Developer.
- Discussion with the representatives of the CodersTrust BD.
- Personal inspection.
- Students overview

Secondary sources:

- Annual report, preparing materials
- Students success story book
- Blogs, leaflets, booklets and so on.
- Official Website of the CodersTrust Bangladesh
- Narrative document of the Coderstrust BD.

Data Process and Analysis:

- Collected information based on my own experience and primary and secondary data.

CHAPTER 2

Organizational Detail

2.1 Organization Profile

Coders Trust is an international company that is changing the way freelancers learn and earn. Coders Trust has the knowledge to make one better as a computer programmer, and the ability to promote one freelance portal. Coders Trust organizes a personalized learning path that increases one skill and earnings on freelance portals. Coders Trust is more than a tech company. Coders Trust is a people company where they improve lives and change how people work. Coders Trust is a collective of creators and makers, builders and hackers, mentors and students from over 22 countries worldwide. Coders Trust helps people help themselves by giving them the opportunity to bring financial improvement to their lives through education. At Coders Trust, they are developing unskilled human resource to skilled professionals; they do this through on campus and online training that create skilled web developers, graphic designers, accountants, digital marketers and many other professionals. They then go on to online market places to find their respective suitable jobs and become successful freelancing professionals. Coders Trust already arranged several seminars at Chittagong region, where participants learn online learning process guidelines. Coders Trust is offering their paid programs for free on a trial period so that the students can get a taste of their platform and start working on becoming professional's freelancers. With a view of solving the prevalent unemployment issue and bring innovation in the way freelancers learn and earn, Coders Trust has been operating in Bangladesh, Kenya, Denmark and India for the last few years. The organization has created a talent pool and using the best as their front-line trainers to provide adequate and competitive training on computer programming. In addition to that, the organization also facilitates personal promotions of their students on freelancing portals by organizing a personalized learning path which increases the students' skills and ability that eventually leads to better payment and work etiquette. Within a very short period of time the organization has successfully transferred their value offering to the young potential freelancers and currently worldwide they receive over 10,000 applications per week.

2.1.1. History

The company was founded at November 2013 where the organization started its operation in Bangladesh from March 2015. The hope of founder, Copenhagen-born entrepreneur, ‘Ferdinand Kjaerulff’ says these students are empowered to sell their work internationally via freelance portals such as up works and fiverr. The founders are Ferdinand Kjærulff, Asser Smidt, Jan-Cayo Fiebig, Morten Lund and the headquarters of the company is situated at Copenhagen, Denmark. The team is currently operating in Dhaka, Bangladesh, where it collaborates with “Grameen Bank”, which is renowned for its part in revolutionizing the microfinance industry. It serves in countries like Poland, Bhutan and Kosovo besides Bangladesh and about to expand to Malaysia as well. Coders Trust is an initiative backed by the development fund, Danida, or Danish International Development Agency, to provide microfinance and education for students in emerging nations who want to upgrade their programming skills.

2.1.2. Vision

Coders Trust believes in a borderless worldwide with equal opportunities for everyone. This organization believes student finance and the freelance market will make this happen. Currently, paid education and equal opportunities is limited to people that are born in certain countries whereas millions of people in developing countries are denied access to education. With Coders Trust paid education is made available, if you have access to the internet. This organization believes that investing in the education of our youth is something everyone will benefit from and the freelancer markets will more qualified workers, students will increase their earnings, and Coders Trust will make money to expand the service to more people.

2.1.3 Mission

Nearly every aspect of life has been changed by the internet. The main mission of the company is to enable the next generation of digital entrepreneurs around the world, provide them with freelancing training to learn and earn anytime and anywhere by teaching them the technical skills that required in the marketplace. CodersTrust is based on the basic premise that there is already an online labor market and several online learning portals, but what is missing is a financial system to fund the education of the labor force of tomorrow and the organization building such a system that can have a truly powerful impact for the poor. Not only is the brainpower of millions of people currently being wasted, but with the extreme inequality in the world it is simply a revolution just waiting to happen.

2.1.4. Purpose

Coders Trust main motive is to allow education being accessible to everyone despite of gender, age, and religion. They provide microfinance for talented students to upgrade their skills to help them make more earnings on freelance portals. Microfinance inventions provide low interest loans to people living in poverty, in order to encourage entrepreneurship and promote economic growth. Since this is a start-up business. The company has come up with the idea of freelancing training institutions and introduced online platform for learning who could not complete high school or undergraduate education and also the ones who are not getting enough job opportunity due to a poor quality of education achieved for which their life came to a halt and also the underprivileged population to make them earn a living. The institution will basically help them acquire the technology know how and highly demanded freelancing work in the platform through proper guidance of teaching and skills required for getting started in the marketplace along with the admission and designed course fee that could be paid in installment within two months or at once. The main purposes of Coders Trust are given below.

1. Become an external mentor driven marketplace to boost local reach, get more offerings and minimizing financial risks.
2. Have a fully data focused online learn and earn funnel with processes, content, marketing, sales and the platform geared towards automation and scale.
3. Matching students with the investors that are funding their courses and getting repaid through the student's future earnings. (Coders Trust, 2015)

2.2 Services of Coders Trust

Coders Trust has identified very specific programs which has a high demand on freelance market and provides a competitive earning for freelancers. There are in total nine programs that are offered by Coders Trust ranging from three months to ten months based on the program contents and difficulty level and the organization offers exclusive freelancing sessions as well as workshops to encourage youths for undertaking their programs. In order to maximize the benefit for office going populations, housewives, disabled person and other individuals the organization has online programs which are offered with fifty percent reduction in service charge and the students of coders trust are given free counseling on a regular basis in addition to these offered services. Prior to take any of the courses offered, Coders Trust evaluates the students to understand the true potential and capabilities of the students and suggests courses accordingly. In addition to the regular courses the organization also offers diploma course containing graphics design, web design and digital marketing with a view to fulfilling the ever-growing demand of social marketing and online businesses. The courses that are available in Coders Trust are given below.

SHORT COURSES

Course Title	Duration/Hour	Area
Graphics Design	Three months/72 hours	Adobe illustrator and Adobe Photoshop
Responsive web design	Four month/96 hours	Html/CSS/Bootstrap/Js/Query/Word Press basic
Advance Web Development	Five months/120 hours	PHP/ MySQL/Laravel
WordPress Theme Development	Five months/120 hours	Theme Customization and development, plug in customization and development
Accounts Management System	Three month/72 hours	QuickBooks, Xero
WordPress Theme Customization	Three month/72 hours	Premium Theme and Plug in
Digital Marketing	Three month/72 hours	YouTube, Facebook, Google, Adwards, Email, Affiliate
Android app development	Three month/72 hours	API integration, Working with sensors, Google Map, AdMob
Facefook Marketing	One month/ 16 hours	
Content Writing	Two month/ 36 hours	

DEPLOMA COURSES

Diploma In Entrepreneurship	Nine months	Graphics Design, WordPress Theme Customization and Digital marketing
Diploma In Professional Freelancing	Ten months	Graphics Design, Responsive Web Design and Digital marketing
Diploma In Web Development	Eleven month	Graphics Design, Responsive Web Design, & Advance Web Development

Coders Trust provides microfinance for the students to upgrade their IT skills, so they can earn more money on freelance portals such on as Elance and Odesk. In return, CodersTrust makes a profit by taking a 10% commission of their increased earning for a limited period of time. Employee welfare, engagement and strengthening are the prime objective of CodersTrust, BD. Their workers are the establishment of their service business. The company has many benefits for their employees such as paid sick leave & holiday, health care facilities, day care room, canteen, emergency transport etc. CodersTrust also provided corporate donation for Korail (slum) fire incident victims and according to company policy it also offers free training for underprivileged population or students. The organization was founded to promote education and knowledge, and to provide an institution open to all, irrespective of race, creed or political belief. It is a pioneering institution in making educational equality for genders and those unable to pursue traditional forms of study. The institute seeks to replicate this commitment to the academic enterprise, and to wider society, through all of its operations and activities. Coders Trust even hosted a bidding war in year 2016 where the students dove in to bid on the leading freelance market places and the outcome was of total \$40K earned by CT students in just 6 weeks. It had also arranged freelancing “BOOT-CAMP” event to create awareness about the brand and promote their service to enhance people to pursue the knowledge and benefits from freelancing education. Recently, the institution had organized an event of certificate and award ceremony for freelancing graduates of Coders trust with the presence of media, Ministry of Law & Education and Danish Ambassador to create business valuation.

CHAPTER 3

SWOT ANALYSIS

SWOT analysis is a strategic planning technique that are used for better improvemnet in the organization. Through the SWOT analysis, we can know the strength, weekness, opportunities and threats. By knowing those term of an organization, the company can take several decisions about the future project. Through these strategies one organization is capable of knowing the favourable and unfavourable information of a company. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives. Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful and identify their competitive advantage. SWOT has been described as the tried-and-true tool ofstrategic analysis. During my internship period I noticed some strength, weekness, opportunities and threats which are discuss in below.

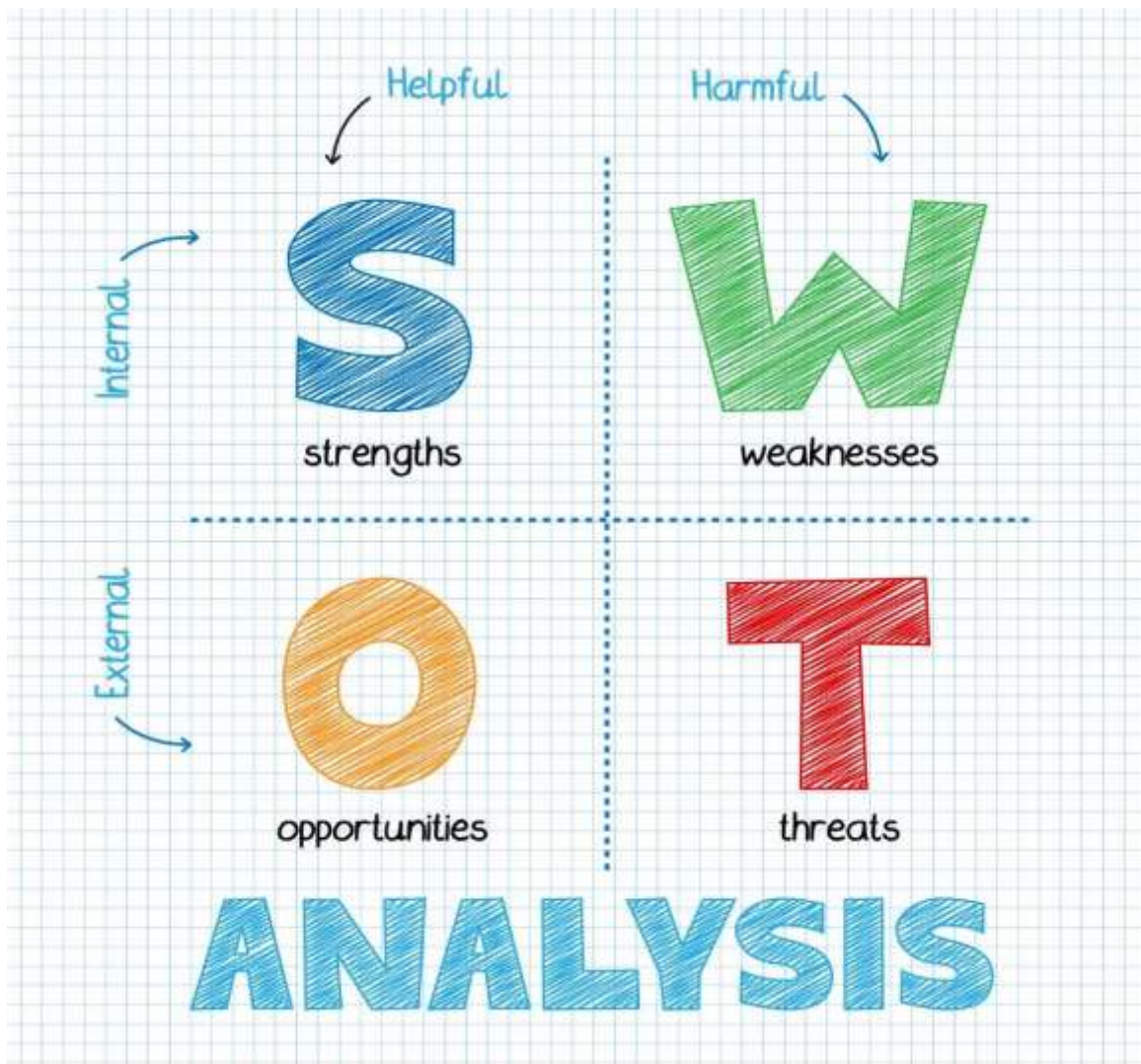


Figure no: 1

3.1. STRENGTH

Strength is the internal positive attributes or indicators and resources of a company that support a successful outcome. The strengths of a company are the tools used to counter threats and forfeit the opportunities, so entirety is significant. To make a thorough strengths list, examine each of an organization's functional areas such as finance, production or operations, marketing and human resources. Strengths are those features of the business which allow to operate more effectively than the competitors. Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology and so on. Strength is the thing that are within the control of a company. It also related to the term like Capital Stock, Marketing and Management Team. When we discuss strengths, we are referring to a company's competitive advantages and distinctive competencies—that is, what the company does really well. Some examples of strengths include: Strong employee attitudes, Excellent customer service, Large market share, Personal relationships with customers, Leadership in product innovation, Highly efficient, low-cost manufacturing and High integrity. To know the strength of a company, we always find the answer to the following questions or exploring the strengths means asking a number of questions such as what advantages does an organization have, what do a company do better than any other else, what unique or lowest-cost resources can a company draw upon that others can't, what do people in a company market see as your strengths, what factors mean that a company "get the sale", what is your organization's Unique Selling Proposition (USP), what are a company good at, what resources do we have at our disposal, what advantages do our employees have, what valuable assets does our company have, what do our customers like about our business. Those are the fundamental things to know the strength of a company. Reliability, Competence, Openness, Compassion are the key strengths of successful business. The strength of Codurs Trust organization are given below.

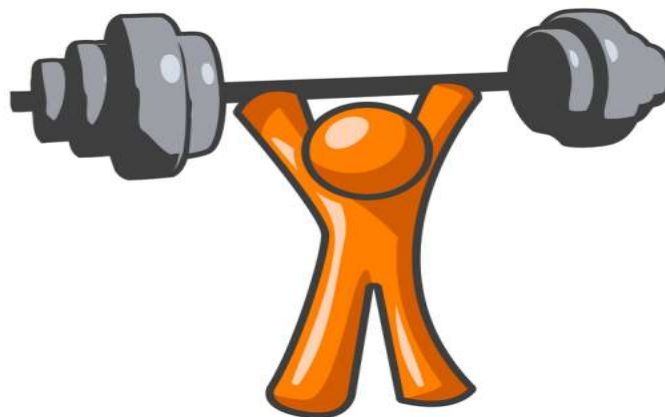


Figure no: 2

i. Strong Management Team

Coder Trust is an international company. It has the local and global management body. Each operational country has a specific local management body. According to the nature of its company, the Coder Trust Bangladesh (CTBD) has also a local management body. All the major decision has taken for this company by the local management to the contact or communication or guideline of the global management. The local management also considers the fundamental ethics of global norm or internal business strategies of Coder Trust. The global management under LEADERSHIP is maintaining the following hierarchy includes: Founder and Chief Executive Officer (CEO), Co-Founder and Chief Operating Officer (COO) Europe, Chief Marketing Officer (CMO), Executive Director. The global management team is maintaining the following hierarchy include: Chairman, Deputy Chairman, Co-Founder and Board Member, Co-Founder and Board Member and Chief Strategies, CEO (Global), Board Member, Co-Founder and COO (Global). The local management body of Coder Trust Bangladesh (CTBD) is maintaining the following hierarchy include: Country Director, Head of Human Resource and Accounts, Head of Education, Head of Sales, Head of Digital Marketing, Head of Finance, Head of Business Development, In-Charge of Student's Operation and Support. Coder Trust has also some respected advisors to advice the company. The respected advisors are including: Board and Advisor, Senior Strategic Advisor, Strategic Advisor, Advisor, Coder Trust India Advisor. The cooperation and communication among the different level and verity of management body (i.e. global management body, local management body, LEADERSHIP, global management team, respected advisors) are very strong. Each level of every management body has bound to work with transparent and accountability with each other.



Figure no: 3

ii. Qualified mentors:

Coder Trust Bangladesh (CTBD) has considered highly qualified mentors for different courses (Online and Offline) in the basis of various criteria. The CTBD consider various standard criteria include: maintain minimum educational background, highly knowledge and skills on a specific domain, understanding the knowledge in different angels, the niceties knowledge and skills, clear concept of each and every term of that domain, long term practical knowledge and skills, professional experience and professional performance, consider the teaching and training experience, capability of understanding every level of student, freelancing experience and freelancing performance, professional and freelancing earning capability and performance, maintain a minimum period of experience, professional global standard certification on that domain, work in critical situations, punctuality for the conduct with officials and students. The mentor has also expertness and adeptness on the following criteria such as self-motivated and pro-active, ability to work under pressure and meet deadlines, team building attitude, ability to work in dynamic environment, demonstrate gender and cultural awareness in the context of Bangladesh, ability to work with people from different backgrounds and cultural customs, promote Coder Trust's vision, mission and strategic goals and demonstrate integrity by modeling the Coder Trust's values and standards in the context of global and local both. The mentors also maintain the additional responsibilities such as recognizes and responds appropriately to the ideas, interest and concerns of others and give duly credit to other people ideas and suggestions, high moral integrity as well as diplomacy, impartiality and discretion with proven ability to wok and act with discretion in a politically sensitive and challenging environment.

iii. Strong students support systems:

Coder Trust Bangladesh (CTBD) has built very strong support systems for their students. The systems are talent ELMS, 24/7 online student support, student support group, success story group, blog, individual batch group based on Facebook, Facebook group. Students are taken different type of services from those various support systems with no hidden cost.

a) Talent ELMS:

ELMS stand in E-Learning Management System. Here, the mentors are uploaded the lesson content and the students of related course are collected from there. The lesson content can be any format of file (i.e. PDF, Audio, Video, Zip, Text, Doc., etc.). The students can also chat or leave messages for their mentors and vice versa. This system is very healthy because the originality of uploaded file is not affected. Here, mentors can also give any kind of announcements for their students.

b) 24/7 online student support:

Here, CTBD arranged online student support over 24/7. Any kind of query of CTBD students are solved through this channel. This channel is active over 24/7 continuously. The channel is supported by the expert whose are properly selected and trained by the CTBD. They can also solve any type of issues even new scenario on the base of their experiences and company policies. The experts are so much polite and friendly with their students. They can also recognize the psychology of their students and give the feedback according to it.

c) Student support group:

This is the official support group of the student of CTBD. Here, All the students of CTBD are connect to this unique platform. The students can take the support from the officials of CTBD as well as the ex-students of CTBD. Normally, the officials are taken at most 30 minutes to give the answer for arise a query. Generally, the officials are not delayed. If the officials of CTBD have delayed for any situation, then the ex-students of CTBD are given feedback and try to solve the issues those are related to individual subject basis. There is also exchange the idea among the students, mentors and officials in a general or overall basis.

d) Success story group:

This is the Facebook based group that is related to the success stories of CTBD students. This is one kind of inspiration norm related group for the current and newly admitted students of CTBD. Here, newly, current and ex – students of CTBD are connected through this Facebook group. If the current and ex – students of CTBD are got any success in their professional and freelancing career, then they are sharing their stories here. The other students of CTBD are very much encouraged to hear and see the success story of other of his same institution due to this activity. The students can follow the success story path to get the success easier of their career.

e) Blog:

A blog (a truncation of the expression “weblog”) is a discussion or informational website published on the Web consisting of discrete. Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page. The official blog of CTBD is a discussion and news cover related activity of Coder Trust Bangladesh (CTBD). It has discussed and plot the scenario related to their current courses of CTBD. It has also analysis about the related issue of freelancing and professional (i.e. local job market) as well as related things (i.e. payment issue, technological issue etc.). The blog is a platform where not only the students of CTBD but also involved the outside people from the nationwide. The official blog of CTBD is very much active and well monitored by the CTBD officials.

f) Individual batch group based on Facebook:

Each batch group of any branch has officially maintained an individual batch group based on Facebook. All students of a particular batch are connected to this group and that is mandatory. The student's affairs of CTBD are created to this group officially. They are also involved with this group and monitoring this group continuously as well as control to add the registered student in the basis of verify of a particular batch. Regarding mentor is also connected to this group. This is the main streaming platform for a particular batch. The internal things of any batch are discussed here. The mentor has also share the lesson materials with their students through it. Announcement, discussion and many more things happened from any side (i.e. students, mentors, student's affairs of CTBD). This is the most effective and active medium during the period of course.

g) Facebook group

This is the common or general Facebook group of CTBD. The different type of concern involved with this group like: current and ex-students of CTBD, CTBD officials, mentors, CTBD student affairs etc. The Facebook group is so much popular around Bangladesh.

iv. Robi Axiata Collaboration

Mahtab Uddin Ahmed, the Managing Director and CEO of Robi Axiata Limited and Md. Ataul Goni Osmani, the Country Director of CodersTrust Bangladesh (CTBD) has signed the agreement on behalf of their respective organizations. The signing ceremony took place at the Robi Corporate head Office, Gulshan that said a press release on Thursday. Rural areas students of CTBD will get one special Robi sim in which 30GB internet will be free for user and that offer stands for 3 months. The agreement paves the way for the coding enthusiasts to get well-groomed and trained on different aspect of freelancing with the aim to help them to become professional freelancers in the global online marketplace as well as local market. Robi Axiata Limited will be providing 4.5G enabled modem with high speed 4.5G data connectivity to facilitate spreading of the freelancing training across the country. The CTBD plans to go beyond the major cities of Bangladesh and reach out to the potential freelancers even in the rural areas. Having Robi as the partner in this mission makes it easier for CTBD to achieve its vision and mission. It is expected that this partnership will help in creating a large pool of skillful human resources in the country who are able to compete at the global freelancing market place as well as local market and making the nation proud.



Figure no: 4

This agreement is very much useful for CTBD to implement the freelancing training in rural areas of Bangladesh because high speed internet and strong network connectivity is the fundamental need for this implementation. Robi Axiata Limited is the one of the leading mobile phone operator and 4G wireless internet service provider in Bangladesh. Robi Axiata Limited

has also strong network coverage as well as strong wireless connectivity even in rural areas around the country. So, CTBD can take those opportunities from Robi Axiata Limited to implement the following planning mentioned and get the advantages. This planning is the Nobel initiatives both from CTBD and Robi Axiata Limited for the rural people in rural areas.

v. Strong online marketing systems

CTBD arranged online student support over 24/7. Any kind of query of CTBD students are solved through this channel. This channel is active over 24/7 continuously. The channel is supported by the expert whose are properly selected and trained by the CTBD. They can also solve any type of issues even new scenario on the base of their experiences and company policies. The experts are so much polite and friendly with their students. They can also recognize the psychology of their students and give the feedback according to it.

vi. Offline marketing strategies

There are some offline marketing strategies applied by CodersTrust which are given below

Celebrate Successes:

Host a party, business gathering, or some form of celebratory event to share their success. Maybe CodersTrust reached them landed a big partnership or launched a new service. Reach out to the local press to spread the word. Take the opportunity to acknowledge your team and encourage future successes. Your celebrations are bound to catch the attention of your target audience and secure you some future business.

Make Cold Calls:

Put together a list of potential customers and call them up. Well, first establish a cold-calling strategy, and then call them up. Tailor the conversation to each customer and be mindful of their time and needs. Though it's typically more of a sales move, cold-calling can help them build collaborative relationships with other businesses and potentially gain some new customers along the way.

Communicate with Local Print and Electronic Media:

Despite the consistent rise in online media, print is still effective. Pitch a press release to a magazine or newspaper that targets CodersTrust audience. Press releases are a simple way to showcase an important event or milestone for their business and the right publication could land their valuable attention. Stay active and form as many relationships with the press as possible—they'll come in handy.

The CTBD not only communicate with the print media but also the electronic media. It sometime called to the electronic media for the big event, announcement and agreement ceremony with the local or global giant about their business strategies and policies to the people of the nation. The electronic media has also covered those event as an important basis in the section of business and Information Communication Technology (ICT) development. The CTBD has took this position because it the global chain educational institution and it has its own valuable brand also.

vii. Technical skill development

Technical skills refer to the knowledge and expertise needed to accomplish complex actions, tasks and processes relating to computational and physical technology as well as a diverse group of other enterprises. Those who possess technical skills are often referred to as "technicians", with the expression referring to audio technicians, electronics technicians, market technicians, computer technicians, engineering technicians and a variety of other designations. CodersTrust help student about the development of technical skill.

viii. Soft skill development

The importance of soft skills development is increasing with every day. Soft skills are personal traits that suggesting how cordially and effectively you interact with others. Also known as people skills, soft skills play a very crucial role, especially in the corporate world. Hence, soft

skills development is becoming an integral part on the professional front. For once, even critical technical knowledge like SQL, SAP, Business Development and Mathematics can be acquired to face the industry. However, soft skills are not easy enough to be adopted. It is only after continuous and multidisciplinary learning that soft skills can be developed. CodersTrust Bangladesh (CTBD) communicate with their student frequently. Communication is the best way to develop soft skills.

ix. Unemployment problem solution

CodersTrust is learning and earning platform that comes with unlimited mentor support around the clock and provides the best tools to accelerate the freelancing career; from learning how to code to mastering how to brand yourselves online, all to prepare you for the 50 000 jobs that are posted weekly on freelance portals. Beyond the student of coding is also need to master writing cover letters, navigating in cultural differences, learning how to brand yourselves on various freelance portals, different bidding techniques and the list goes on. Their unique learning and earning path has been designed to not only teach the people how to code but also make a person as a successful freelancer.

x. Biggest freelancing hub of Bangladesh

Anyone can always access CodersTrust Bangladesh (CTBD) directly from a desktop with internet but sometime it is fun to hang around fellow students and freelancers. They are partnering up with local universities, training centers and even cafes to create physical spaces where students can get together to learning and earning in online.

The students of CTBD is considering the biggest freelancing hub than any other technical institution in Bangladesh. The CTBD have over 6000+ enrolled students. The number of enrolled student shows that CTBD, how much biggest freelancing hub in Bangladesh. There are generally two types of students such as current students and ex-students. The communication and the connectivity among the current students and ex-students are very much strong., The current and newly admitted students are very much benefited and get the solution of different type of

problem due this strong communication and connectivity from this hub in spite of qualified mentors. As well as this biggest freelancing hub is so much active or punctual both online and offline or physically also. They have been working always the helpful mentality and through the psychological behavior. This is very much important for an educational institution to get success.

xi. Freelancing Diploma Course

Coders Trust, a freelancing guide, has now come up with live support, online classes and video courses for the freelancers of Bangladesh. The IT Company offers low-cost courses for the interested freelancers who want to earn online that a press release says. CodersTrust is offering

their paid programmers for free on a trial period so the students can get a taste of their platform and start working on becoming professional freelancers, the press statement adds. Coders Trust allows the students to build up a profile with ratings and reviews from different freelance sites. The Coders Trust Bangladesh (CTBD) is the first freelancing institution in Bangladesh whose are providing the diploma level course and after successfully ending the course they are giving the certificate as a standard of diploma level. This diploma certificate is approved and verified by the Bangladesh Technical Education Board (BTEB), the technical educational wing of Bangladesh Government under the Ministry of Education. This certificate is also acceptable by the global online market place and local market.

xii. [Registered under the Government Technical Education Board](#)

The Bangladesh Technical Education Board (BTEB) is a government board those are responsible for regulating and developing technical and vocational secondary education throughout Bangladesh. The board sets the curriculum, develops learning materials, grants affiliation to technical and vocational institutions, governs admissions, conducts examinations, and awards certificates or diplomas. CodersTrust Bangladesh (CTBD) is a registered as well as approved institution under the Bangladesh Technical Education Board (BTEB), the technical educational wing of Bangladesh Government under the Ministry of Education.



Figure no: 5

xiii. [Alliance with worldwide corporations](#)

CodersTrust are more than a tech company. CodersTrust are a people company, they improve lives and change how people work. They are a collective of Creators and Makers, Builders and Hackers, Mentors and Students from over 22 countries worldwide. They help people help themselves by giving them the opportunity to bring financial improvement to their lives through

education. At CodersTrust they are developing unskilled human resource to skilled professionals, we do this through on campus and online training that create skilled Web Developers, Graphics Designers, Accountants, Digital Marketers and many other professionals. They then go on to online marketplaces to find their respective suitable jobs and become successful freelancing professionals.

xiv. Alliance with worldwide corporations

CodersTrust are more than a tech company. CodersTrust are a people company, they improve lives and change how people work. They are a collective of Creators and Makers, Builders and Hackers, Mentors and Students from over 22 countries worldwide. They help people help themselves by giving them the opportunity to bring financial improvement to their lives through education. At CodersTrust they are developing unskilled human resource to skilled professionals, we do this through on campus and online training that create skilled Web Developers, Graphics Designers, Accountants, Digital Marketers and many other professionals. They then go on to online marketplaces to find their respective suitable jobs and become successful freelancing professionals.

xv. Verified by online marketplace

CodersTrust Bangladesh plans to go beyond the major cities of Bangladesh and reach out to the potential freelancers even in the rural areas. Having Robi as the partner in this mission makes it easier for CodersTrust Bangladesh to achieve its vision. It is expected that this partnership will help in creating a large pool of skilled human resources in the country who are able to compete at the global freelancing market, making the nation proud.

xvi. Higher student success rate

The Coder Trust Bangladesh (CTBD) have a higher student success rate comparatively to the other technical institution in Bangladesh. The CTBD always ensure the quality and availability through the process of each and every phase of learning. The quality and availability have sustained on the different area such as strong management team, highly qualified mentors, strong student support system (i.e. talent ELMS, 24/7 online student support, student support group, success story group, blog, individual batch group based on Facebook, Facebook group), cooperation and collaboration with many local and world giants (Robi Axiata, World Bank, United Nation Development Program (UNDP), The ROCKEFELLER FOUNDATION, DANIDA (Ministry of Foreign Affairs of Denmark, International Development Cooperation, etc.)). The one of the key thing to get higher student success rate is hardly maintaining the rules and regulation during the course time. This is the concern of student affairs wing of CTBD. The student affairs wing always monitors the situation of the current courses and observe the activity of each and every student in a particular course.

They also observe the activity of mentors of individual course. Regular basis assignments, quizzes and work activities imposed by the mentors to the students are one of the key to get the higher student success rate. Among the student bounding is very strong during the course as well as after the course through the different social networks. They are always sharing their each and every experience to each other and exploring the innovations. This is also the fundamental thing to achieve the higher student success rate. The student affairs wing of CTBD has giving the prize, other respectful thing as well as manage job opportunity to the local market for the best performing student during the individual course period. This is one of the matter to get the higher student success rate because every student is very much awaiting and try hard work to avail this opportunity. This is the overall scenario to reflect the higher student success rate.

xvii. Easy payment system

The Coder Trust Bangladesh (CTBD) has offered different type of online easy payment systems for their students with hassle free payment. The student can payment or purchase the course in their home through the options of different online easy payment system. The easy payment systems included such as VISA or MasterCard, Mobile banking system (i.e. BKash, Rocket), Online banking system of different approved bank in Bangladesh. This is also secured or trusted and managed by the verified payment gateway. The students also get the electronic invoice as well as confirmation respectively to the system of payment gateway and CoderTrust in their email as well as cellular phone also, after completing the payment and purchasing process. They also get the tracking identification number for further verification or query to get the admission physically. The payment systems are really so much easy and user-friendly. This is just a few easy steps that a user or student can easy avail the opportunity.



Figure no: 6

3.2 WEAKNESS

The weakness of a company is any resource or process that your business lacks but needs to succeed. Weaknesses limit your company's ability to reach its full potential. The weakness is the internal attributes and resources of a company that work against a successful outcome. Weakness of a company also include don't pay much attention to marketing, website purely informational and static, don't have a marketing plan, don't have much of a marketing budget. Exploring the weaknesses means asking a number of questions such as what your company could improve, what your company should avoid, what are people in your market likely to see as weaknesses, what factors lose your company sales? We should avoid the following weakness for the small business such as no documented systems and procedures, business is too dependent on the owner or one key person, too many eggs in one basket, no proven methods for revenue growth, lack of differentiation, wrong people supporting your business, lack of cash. The Weakness sometimes can advantage of a company such as no one knows your company, your company lack the resources to grow, your company new to the industry, high-priced, expert employees are out of your budget, what you're offering to customers isn't exactly clear, a specialized product means a high-price point, technology is not your biggest strength. The weaknesses of CodersTrust Bangladesh (CTBD) are given below.



Figure no: 7

i. High employee turnover rate

Employee turnover is usually expressed as a ratio and are usually calculated for a company on a yearly basis, so it would be the number of employees who left during the entire year divided by the total number of employees at the beginning of the year. If a company has 100 employees and two of them leave, the **turnover rate** is two divided by 100, or two percent. That's pretty a pretty low turnover rate. If a company of five loses two employees, that's a forty percent turnover rate (2/5) and that's a pretty high turnover rate. CodersTrust face that problem because,

CodersTrust hires a lot of entry-level employees who don't plan to stay in the position for very long. A few of their employees may stay with their company long-term and perhaps some of them will move into management positions. Others may enjoy the work as a long-term source of extra income or as a low-stress job in retirement.

CodersTrust competitors are offering more. "More" doesn't necessarily have to mean overtly financial through salaries, although it can. More can also mean more flexible schedules, more perks, more benefits, and more of just about everything else.

Employees want their work to make a difference. Increasingly, younger workers want more than "just a job." They want a job and a career that they're proud of and that makes a difference, and where they view their work-mates as second family according to The Atlantic. They're frustrated with a corporate culture filled with non-stop meetings that leave them feeling like they're not making a difference in the world. Some may call it idealism, but if an employer doesn't offer a more holistic job opportunity that clearly shows workers how their daily activities are making a dent, they may look elsewhere.

Recent years have taught us how to hustle. Starting in 2009, people began to understand that if they lost their job, it probably wasn't the end of the world. Those who were laid off or who couldn't find a job after high school or college learned to make it work however they could. Maybe they moved back in with family or they figured out that driving for a ride share company actually earned them more than many full-time jobs. Now, we have a country of skilled hustlers who understand that having multiple sources of income is a lot safer than depending on a single job.

ii. Limitations in allowing all students at all kind of courses:

Students should have a proper knowledge to take any courses. There are some pre-requisite courses which is necessary. JAVA, SQL, Programming Language are the common things that should be known by the students to take any course in CodersTrust. If students are not familiar with those things, then they will find those courses as difficult. Another common thing is that English is the most basic thing that is essential. If students are not strong at it then there is limitation for them especially in a communication.

iii. Student dropout:

The cause of a student dropping out is often termed as the antecedent of dropout because it refers to the pivotal event which leads to dropout. Often CodersTrust face that problem. Some of the reasons are given below:

iv. Boredom

Students often drop out of CodersTrust due to apathy or boredom. Their students often report that academic content isn't interesting and they don't have a personal connection with their teachers, according to an article in "Psychology Today." Boredom is a problem that must be addressed by students, parents, faculty and boards to see if better course offerings and more student-teacher interactions would help.

Academic Struggles: Students often face that their C.G.P.A is decreasing due to pay more attention in CodersTrust courses. CodersTrust is also academic. But it's semi academic. When students cannot pay their attention same in both sector then they decide to dropout from CodersTrust.

v. Difficulty and workload:

The courses that offer in CodersTrust are very difficult. People have a little knowledge about those courses. After sometime students find it very difficult and they often move on from those courses. The Workload is also a problem to dropout. Teachers put extra work on students to do their task perfectly but that result in a dropout.

vi. Family or Economic Issues:

“Unexpected family problems can arise.” This can impact the financial stability of the home. “With these changes many students may have to get part-time jobs just so they can support themselves as well as their families.” In addition, family related incidents such as death or divorce can heighten stress levels in students who already feel strained by the demands of student life. Students who feel unable to balance their responsibilities might be tempted to opt out of their studies.

Students are combined within the Traditional learning system (Students are not comfortable with Online Courses):

Sometimes students feel themselves uncomfortable under the online course system. Though it's not a difficult task but students are not used to it. So they find themselves in different position. Still a lot of students are combined within the traditional learning system which refers to student will learn from teacher in face to face communication and there will be an academic book. But we are in modern society where people are changing their life style according to the society demand.

vii. Students' diffidence in online courses & Payment system:

Students are not comfortable with the online courses till now because they are not familiar with the online course system. Students also unfamiliar with online payment system. There are a lot of people whom do not used to with online payment system.

The lack of trustfulness is working among the students to enrolled the online courses and involve with the online payment system. Traditionally, the people of Bangladesh are not the sound in Information Communication and Technology (ICT). An unknown fear is working to involve with this because Bangladesh is slightly new in the context of ICT. So, The Coders Trust Bangladesh (CTBD) is need to work in this area to improve this situation through different strategy. The CTBD should ensure the trustfulness to using those systems for the students. They can also take some promotions and advertisements on it.

viii. Lack of promotion of online services:

There are a lot of organizations who provide online services. Online services promotions are very expensive in term. Organization often uses Facebook, Twitter, YouTube and other social networks to provide promotions of online services. Because it's less costly. But people ignore those promotions because those promotions are not interesting to them.

The Coders Trust Bangladesh (CTBD) has a lack of promotion of online service. They are not much active on the digital marketing through the social networks and other platform like google ads etc. They can promote their current and upcoming courses as well as online services to the students and show the advantages to doing the course and using the online services.

ix. Limited number of country branch office:

The branch office of CodersTrust is available in all cities in Bangladesh. It's a growing business organization still now. Recently it comes out from introductory level. So it will take time to spread it business all over the country. However, CodersTrust is trying their best to spread their branches all over the country as quickly as possible. Particularly in rural areas, there are some braches are going to open soon.

x. Lack of resource utilization in Optimize level:

Organization that is in introductory level does not have a huge amount of sources that can be utilize to optimize. It needs time to meet with the proper sources. When an organization turns into maturity stage then the sources for them is big. CodersTrust Bangladesh (CTBD) is trying their best to meet their goal and spread their business but their sources in not up to the mark.

3.3 OPPORTUNITY

A business opportunity environs the sale or lease of any product, service, and equipment and so on that will enable the purchaser-licensee to begin a business. A business opportunity, in the simplest terms, is a packaged business investment that permits the buyer to begin a business. (Technically, all franchises are business opportunities, but not all business opportunities are franchises.). Business opportunities are very difficult to define because the term means different things to various people. There is different type of business opportunities such as buy a Franchise, distributorship or Dealership, network marketing, licensing, and filling a niche. There are a few categories to consider when looking for business opportunities such as economic trends, market trends, funding changes, political support, government regulations, changing relationships, target audience shift. Exploring the opportunities means asking a number of questions in the different background such as economic trends, market trends, funding changes, political support, government regulations, changing relationships, target audience shift. From the background of economic trends, the questions such as, is the economy in your area looking up, will the economy enable your audience to make more purchases, are economic shifts happening that impact your target audience. From the background of market trends, the questions such as, how is your market changing, what new trends your company could take advantage of, what kind of timeframe surrounds these new trends, could it be a long-term opportunity. From the background of funding changes, the questions such as, do you expect an increase in grant funding or donations this year and how will funding changes help your business. From the background of political support, the questions such as, do you anticipate a shift in political support this year and what opportunities could be created with new political partnerships? From the background of government regulations, the question such as, are any regulations shifting that could lead to a positive change. From the background of changing relationships, the questions such as, are there positive changes happening within any of your outside business relationships, are vendors changing or expanding, has your partner decided to move on, creating an opportunity to work with someone new. From the background of target audience shift, the questions such as, how is your demographic shifting, what opportunities can you think of that can move with these changing demographics, is your audience expanding, if so, how can you capitalize on this increase. The following are the disadvantages of a business opportunity such as, poor site selection, lack of ongoing support, exclusivity clauses, parent-company bankruptcy. Opportunity is the external factors of a company that the entity can capitalize on or use to its advantage.



Figure no: 8

i. Countrywide On-campus service spreading Opportunity:

CodersTrust Bangladesh (CTBD) going to launch their several branches all over the country very soon. There is opportunity to serve their customer all over the country. This service is not available other online course offerers. So that is great opportunity for CTBD to provide on-campus service.

ii. Introducing more freelancing Courses:

At present, Coder Trust Bangladesh (CTBD) has provided basic and medium level of courses in the background of computer science and business to consider the general ability of this countries' people. The CTBD can offer higher or advance as well as upper advance level of course comparatively current level. The CTBD has the capability to grow this opportunity because this is the global chain company. If the CTBD has need any higher expert or other sources to implement this situation, then the issues solved by global cooperation. The CTBD could have introduced more freelancing courses in the following background such as Data Science, Computer Science, Business, Personal Development, Information Technology, Language Learning, Math and Logic, Physical Science and Engineering, Health, Social Science, Art and Humanities. The Data Analysis, Machine Learning, Probability and Statistics are the area of Data Science. The CTBD could have the opportunity to provide different level of courses from those various areas. Computer Science has included the following area such as Software Development, Mobile and Web Development, Algorithms, Computer Security and Networks as well as Design and Products. The domain of Business Are Leadership and Management, Finance, Marketing, Entrepreneurship, Business Essentials as well as Business Strategy.

The Information Technology has also included the area like Cloud Computing, Security, Data Management, Networking, Support and Operations. Personal Development depend on the individual skill ability as well as individual most weakness area and interest. It can be varying from people to people. It can include the following area such as Language, Psychological, Grammar and Pronunciation of any language, General Mathematics thinking, Fundamental Music etc. The Language Learning has included mainly two things such as Learning English and Other Languages. Health is a vast area. Health included the area such as Animal Health, Basic Science, Health Information, Healthcare Management, Nutrition, Patient Care, Public Health, Research and Psychology etc. The Math and Logic has included the main area such as Cryptography, Mathematics for machine Learning, Data Scientists Toolbox, Discrete mathematics, Game Theory, Econometrics, Algorithms, Mathematical Thinking, Statistics, Data Science Math skills, Mathematics for Machine Learning: linear Algebra, Pre-Calculus: Function etc. The Social Science has included the area like: Economics, Education, Governance and Safety as well as Laws. The Physical Science and Engineering has included the following areas such as Electrical Engineering, Mechanical Engineering, Chemistry, Environmental Science and Sustainability, Physics and Astronomy as well as Research Methods. History, Music and Art as well as Philosophy are the area of Art and Humanities. The following mentioned areas and sub area are the huge opportunity to launching more freelancing courses for better planet.

iii. Reducing unemployment problem:

CodersTrust Bangladesh (CTBD) is learning and earning platform that comes with unlimited mentor support around the clock and provides you the best tools to accelerate your freelancing career; from learning how to code to mastering how to brand yourselves online, all to prepare you for the 50 000 jobs that are posted weekly on freelance portals. Beyond coding student also need to master writing cover letters, navigating in cultural differences, learning how to brand yourselves on various freelance portals, different bidding techniques and the list goes on. Their unique Learn & Earn path has been designed to not only teach people how to code, but also make person a successful freelancer.

iv. Providing professional project handling opportunity to the students:

CodersTrust Bangladesh (CTBD) is a place where students can grow their career with vast opportunities. Often several professional project come to CTBD and students of CTBD get the opportunity to handle that with proper rules and regulation. Students get some experience which is relevant is job field through that opportunity.

v. Increase off-campus training system:

There are some persons who are not available on campus training system due to regional factor and other vise-verse. For them, CodersTrust Bangladesh (CTBD) increasing off campus training system so that everyone can be benefited. Off-campus training system is rare in Bangladesh. So it's a great opportunity for CTBD to spread their business with uniqueness.

vi. Recommendation opportunity grows for the meritorious students:

Those who are meritorious students get the opportunities to do job in different project sector for a particular period. Those tasks are provided by the CodersTrust Bangladesh (CTBD).

In Coders Trust Bangladesh (CTBD), there are many courses running in the different branches of this country. The student affairs wing of CTBD is working for current students of those different courses in different branches for many purpose. Each and every courses have founded one or two extra-ordinary or meritorious student by the individual mentors on the basis of regular performance in classes, assignments, quizzes and other parameter that determine by the mentors. Those meritorious students of an individual courses are forwarded to the student affairs wings of CTBD by the mentors at the ending period of an individual courses. Then the student affairs wings of CTBD is forwarded those students to the local market place. The renowned companies of this country are considering those forwarded students by the student affairs wings of CTBD in their industry in most of the cases on the base of extra-ordinary skills from those meritorious students. This is the great opportunity to the students of CTBD and exploring themselves to those industries. Most of the cases, the students of CTBD are doing very well performance in those local companies.

3.4 THREAT

A threat is an external factor (outside the business) that may affect the performance of a business and that could jeopardize the entity's success. The most obvious effect would be a reduction in corporate sales. Often a business faces many threats, other than competition, when operating its affairs. It reduces market opportunities or lead to lower profitability. The risk must be distinguished from the weaknesses of the organization (the source of which is within the company and also has a negative impact on its financial results). The threat within the meaning of strategic management is always something OUTSIDE of the organization, something to that management has no direct influence, something that may change in unexpected, negative direction without connection to the activities of the company. Threats unlike opportunities, are always negative in nature, managers should monitor environment of the company to adequately and pro-actively react before they notice any sign of threat and take protective and preventive measures before the onset of their negative effects. Types of threats can be divided depending on the nature of the environment factor which is their source. The most distinguished sources of threats in the environment of the company, are: political factors, economic factor influencing business, social and cultural factors, technological factors, legal factors affecting business, natural environment factors, ethical factors. The following threats that could sink a company such as industry week, intellectual property, product liability. Exploring the threats means asking a number of questions such as what obstacles do you face, what are your competitors doing, are quality standards or specifications for your job, products or services changing, is changing technology threatening your position, do you have bad debt or cash-flow problems, could any of your weaknesses seriously threaten your business.



Figure no: 9

i. Increasing number of competitors:

Now-a-days the number of competitors is increasing of CodersTrust. Bangladesh (CTBD). The competitors are both in offline and online. The CTBD has also the local and international competitors. The international online competitors are divided into many categories such as first one is Art and Music, second one is Math, Data Science and Engineering, third one is Design, Web Design and Development, forth one is General Children and Adults, fifth one is General College and University, sixth one is IT and Software Development. The competitors of Art and Music are including Dave Conservatoire, Drawspace, Justin Guitar. The competitors of Math, Data Science and Engineering are including Codecademy, Stanford Engineering Everywhere, Big Data University, Better Explained. The competitors of design, web design and development are including HOW Design University, HTML Dog, Skillcrush, Hack Design. The competitors of General Children and Adults are including Scratch, Udemy, E-learning for kids, Ed2go, GCF Learn Free, Stack Exchange, HippoCampus, Howcast, Memrise, SchoolTube, Instructables, creativeLIVE , Do It Yourself , Adafruit Learning System, Grovo. The competitors of General College and University are including edX, Coursera, MIT Open Courseware, Open Yale Courses, Open Learning Initiative, Khan Academy, MIT Video, Stanford Online, Harvard Extension School: Open Learning Initiative, Canvas Network, Quantum Physics Made Relatively Simple, Open UW, UC San Diego Podcast Lectures, University of the People, NovoEd. The competitors of IT and Software Development are including Udacity, Apple Developer Site, Google Code, Code.org , Mozilla Developer Network, Learnable, Pluralsight, CodeHS, Aquent Gymnasium. The local compotators are Bangladesh Computer Council (BCC), BASIS Institute of Technology & Management (BITM), 5r Solution, Advance IT BD, Atique IT, Coding Center, Digital Equality Network Ltd (DEN), RR Foundation Institute, CADD CORE, Linux Pathshala, Daffodil International Professional Training Institute(DIPTI), Lets Learn Coding - LLC, Creative IT Institute Of Bangladesh, Nebulas Institute, SR Institute of Design, IBCS-PRiMAX Software (Bangladesh) Ltd., CADD CORE, CADD Centre-Tim Computer Training Centre, New Horizons CLC Bangladesh, SAMAT it, Aptech BD, Daffodil Institute of IT (DIIT), ITvisionBD, Media Vision Institute, Prime IT Limited, N.W. Institute of IT, Dhaka, Panama Training Institute, CSLiT, DUSRA Soft, SoftTech-IT Institute, Willow Glenner, Digital Hub Institute, InfoStretch IT Institute, Uttara InfoTech, Global IT & Language Institute Ltd., BD Tech Institute, HTML and CSS Learning, Latent Soft, DeCodes LAB, New Sun Institute of IT, SIIT, Create Fortune Computer Training Center, Excel Training Dhaka, E7 Training, Universal Soft IT, BLACK iz It Institute, Bionic System, SASTECH LIMITED, Independent It, E-Soft Training, Softbin, IT Q Solutions, XYZ IT Solution, Coud Systems Limited, Computer Solutions and Training Center, CSL Training, GPAD Training Center, Nice Power & It Solution Ltd, Sumtech IT Institute, Learning & Earning Development Project, ICT Division, Praxis Training Technology & Consultancy, Extent IT Institute, ECADEMY by JNS SMARTNET, Digital Life, BASE Ltd, BPO-Customer Care, ERPGateway Software Development & Training Center, Soma Computer Training & Service center, BUTEX Computer Club, Madenet-IT Institute, IRFAN Technical Training Institute, Belancer Training, AutoCAD Training Center (ATC), Advance IT Center,

SPBK Institute, CAD & WEB, NIETTP-SEIP, ONE DIRECTION IT INSTITUTE, Neptune Computer Training Center, Professional Engineering Software Training & Certification, ICD Bangladesh, Computer -e-center, Techwindowit Training Center Uttara, Analyzer IT, 1 Soft, Freelance Training Center, IT Girls' House, The Dhaka Multilingual Shorthand Training Center, Option Computer Training Institute, Next Tech Ltd., LumexTech Solutions Ltd., Digital Computer Center - DCC, Kingfisher It Ltd, Dream IT Institute, Pondits, Sigma IT Institute, IT ZONE, TEXOL Technology Solutions, Freelancing Training Center, Gaibandha Institute of IT, Deepnet Institute of Technology (DIT), CSB Institute, TECH Learning Center - TLC, Datasource Software Ltd, UY Lab, Civil Engineering Solution Center, Learn How BD, Tech Train Bangladesh, Origami Hi-Tech Centre, Infonet, SITL, Sultan It Institute, BZIT, Technical Youth Training Centre, Nexus-IT Institute, Prime It Care, Online Affiliate Marketing, Creative Five Star, Rabby Computer Training Center RCTC, RACT Training Institute, Seo Training In Dhaka, ICT Center, HK Computer Training Point, BDFreelance, Arpon Communication Ltd, Digital Bay, Computer Training, Bangladesh Computer Institute (BCI), Engineer's Training Center, eSoftArena Ltd., Arcadia IT Institute, Weblancebd, Creative Shaper, IT Valley BD, Aptech IT Institute Of Bangladesh, Bangladesh ICT Solutions, EasyTech It Training Institutes., Institute of Career Development, Bangladesh, I-Version, Sniper IT, BGD Institute of Technology, It Vision Society Uttara, Nytsec Computer Education, TargetPoint, Rubel The Computer Guy, Sonali trade, CareersHub Bangladesh, Premier Computer Institute & Technology, Smart Software Inc., ARK Technologies, Unique IT, LFS IT-Learn to Find Solution, Ideal Computer Academy, Brain Gain Professional Institute, CloudIcon, TastyTech Institute, American Computer Limited, CivinTech Institute, Excel Learning & Solutions, 3D, a Learning Initiative of Ispahani, Projuktir Pathshala Institute, NASA ICT.com, Karmayog Sangstha, Model It Training Center, Grameenphone-Tourism and Hospitality Lab, Motion School of Bangladesh, Outsourcing (Online Income, BD), Career-bd, Global Computer Academy, Green Bangla Computer Training Center, Creative e-School, Computer Programming Courses, Ashik-IT, Mmcomputers, Studio & Digital Center, Freelancing Training Center in Uttara, Future Tech It Institute, S.M Computer, ET Tech Limited, Rupnagar Computer, Red Thunder IT, SP&P Centre, Datalancer, IDOL FOCUS - A Professional Training Institute, SBT's Computer Training Institute, IT Institute BD, Web-Presence Solution & Implementations, Computer System Service, RS Computer & Engineering, Learn for Life, NanoTech Solution, Creatrix IT Training, Searchtech Computer's & Educational Training Center, IT-Consultancy & Education, Unique it Institute, Creative Wings, Amader It Ltd, United Institute of Information Technology, Techno Bangla, Center for Development & IT, Bangladesh Computer Network, Fiversolution, Matrix It Solutions, Bright Career Institute, Innovation It, Xero Gravity IT, iExpert, Code Bangla, Digital ICT Academy, Sharup Computers, E Tech Corner, Diploma Engineers Jobs Circular BD, CPSD, Digisia, EXPERT iT, Skill School, E-World IT Solutions, Autocad Training Center - CADD Centre bd, Dhaka Computer Institute, Masum Computer & Training Center, Triple Click Academy, Apol, AutoCAD Training Center (ATC) Ltd, Lead Generation Group, Make Future iT, Computer training Center, TrainY, Global Information

Technology Empirical Research, Softcode Computer Training Institute, RH Outsourcing Association of Bangladesh - RH OAB, Basic Learning Computer, Nabila Computer Valley, Quartz com, BJO IT, Architect's Club, The Prototype, Advance IT Institute, CreaTech LTD Academy, Digital marketing & Training institute, Startoutsourcing, Techsolvencybd, Tally Academy in Bangladesh, DIC Institute, Eightyone Computer, Belancer Pirojpur, TechWarrior Lab : The Headway To Your Tech Skill, MS Telecommunication Training Center, Tech Computer, AlgoTech, Dream It Institute Of Bangladesh, Pixel IT, Technology in Bengali, I Mat, CadStar, The BIIT, New Horizons Computer-Learning Institue Bangladesh, Rainbow Tech, Advance Technology & Training Center, J.K Computer, Excel Computer Training Center, WebCore, Tahaitech, Rapid Infosys BD, Choukosh, A1 It Development, Lalsobuj IT- A Center For Quality Training Online, Pratidin Web, EasyTech It Training Institutes., I-Max Computer Solution, BD Training Center, Homes Computer & Service, Smart Info Tech, It Career, Network Computers, Encom Valley, Civiltect Engineering Training Institute, SEO training in Bangladesh, Computer Professionals' Network, Population Service & Training Center, PSTC-Bangladesh, Youthwebit, Wafi Academy, Toskon, Future Net, Sketch Sign, K.C Computer Institute, MomelyComputer, Onlineworkzone, Bonolota Computer Training Centre & Digital Studio, Technology Softzone Ltd, NextGen Solutions, Dreamgreen Information Technology, Bangladesh Institute of Business Management & Technology - B I B M T, Noor-It Institute, Rx Computer Training Center & It House, Al Chistiya Computer, CZahid Sarker Institute, Manners Information Technologies, Rishad Internet, Infobit, Bangladesh Intern Academy, 3M Technology Park. Computer Council is one of them which provide a lot of courses like database administrator, digital marketing, graphics designer etc. Startup Ranking is another organization which provides online courses. CodersTrust is a financial firm that provides education and micro loans to students in emerging countries.

ii. [If financial support from Denmark was stopped:](#)

The CodersTrust is the main patron of CodersTrust Bangladesh (CTBD). The CodersTrust is a global organization that is changing the manner in which specialists learn and gain. They have the learning to improve you as computer programmer, and the capacity to advance you on freelance entrances. They sort out a customized learning way that builds your aptitudes and income on freelance gateways. They get more than 1000 applications week after week around the world. If financial support from Denmark was stopped then there is no chance to dream to operate the business all over the country. Sometimes students are not able to continue their education in CodersTrust Bangladesh (CTBD). This Danish company helps them to come out from financial problem. Several branches are open to operate their business smoothly and that is happened because of the financial support from Denmark to CTBD. People will get more opportunities and financially helps by that organization especially in rural area.

iii. Undesirable review from Student:

After a long time running courses students feel some unethical society because of bareness. Some teachers are also less capable to communicate with their students in proper way. For those reasons, students find himself in different situation and they put negative review over courses and teachers. Some necessary actions need to be taken to solve that problem. Otherwise, students may drop out or switch to different organization. The organization should have investigated that why some students belonging to the undesirable review. They should track the review of individual students and counselling to the individual students about their problem as well as hope. I think it is quite difficult to handle the individual students but for the long term benefit of this organization it should be follow in a continuous basis. Undesirable review also creates a mental pressure on the respective course mentors. The mentors sometime are frustrated for those undesirable review. This impact also carries on the class room activity in different ways. If the situations are getting difficult the sometimes the mentors are also switching into the different institution or switching their life style or looking for other kind of job. Undesirable review from students is the thing of ethical perspective The CTBD also work on the improvement of this ethical things for the students. This is also a very important thing for the life of student along with the technical knowledge because if they are lacking this thing then they are not to be success in a long term.

iv. Changing Govt. Policy:

Government policy plays the most vital role in any organization. Every organization that is related with government must be bound to follow the rules and regulation that are set by the government. If any changes occur in those rules, then impact badly on the organization. Suppose, Government put an extra amount of VAT on CodersTrust Bangladesh (CTBD). Then it will be very difficult for CodersTrust to match up with that amount because the social economic condition of Bangladeshi students is not good. Imposing high level of Income Tax on the employee of CodersTrust Bangladesh (CTBD) will be the negative impact to the organization because there is maximum mid-level of employee. The social economic condition of Bangladesh is not so good. There is maximum come from low-mid level family. So, they are not taking this Income Tax normally. Already, there are high employee turn overrate situation occurred in this organization. If this situation occurred, then the employee turns overrate is more increase and organization will be survived and difficult to run the operation in Bangladesh.

v. Introducing new freelancing course:

If any competitors introduce new course that is related to the freelancing in market, then there is high chance to switch by the audience to different organization. So it's become a threat for CodersTrust Bangladesh (CTBD). In that case, CTBD has to be updated so that they can cope up with the modern market system. Introducing new freelancing courses can be coming from both local and international competitors. At present, Coursera has provided basic and medium level of

courses in the background of computer science and business to consider the general ability of the world-wide people. The Coursera has offered higher or advance as well as upper advance level of course comparatively current level. The Coursera have introduced more courses in the following background such as Data Science, Computer Science, Business, Personal Development, Information Technology, Language Learning, Math and Logic, Physical Science and Engineering, Health, Social Science, Art and Humanities. The Data Analysis, Machine Learning, Probability and Statistics are the area of Data Science. The Coursera have the opportunity to provide different level of courses from those various areas. Computer Science has included the following area such as Software Development, Mobile and Web Development, Algorithms, Computer Security and Networks as well as Design and Products. The domain of Business Are Leadership and Management, Finance, Marketing, Entrepreneurship, Business Essentials as well as Business Strategy. The Information Technology has also included the area like Cloud Computing, Security, Data Management, Networking, Support and Operations. Personal Development depend on the individual skill ability as well as individual most weakness area and interest. It can be varying from people to people. It can include the following area such as Language, Psychological, Grammar and Pronunciation of any language, General Mathematics thinking, Fundamental Music etc. The Language Learning has included mainly two things such as Learning English and Other Languages. Health is a vast area. Health included the area such as Animal Health, Basic Science, Health Information, Healthcare Management, Nutrition, Patient Care, Public Health, Research and Psychology etc. The Math and Logic has included the main area such as Cryptography, Mathematics for machine Learning, Data Scientists Toolbox, Discrete mathematics, Game Theory, Econometrics, Algorithms, Mathematical Thinking, Statistics, Data Science Math skills, Mathematics for Machine Learning: linear Algebra, Pre-Calculus: Function etc. The Social Science has included the area like: Economics, Education, Governance and Safety as well as Laws. The Physical Science and Engineering has included the following areas such as Electrical Engineering, Mechanical Engineering, Chemistry, Environmental Science and Sustainability, Physics and Astronomy as well as Research Methods. History, Music and Art as well as Philosophy are the area of Art and Humanities. Udemy is an online learning stage. It is gone for expert grown-ups. Dissimilar to scholastic monstrous open online course programs which are driven by conventional university coursework, Udemy utilizes content from online substance makers to sell for the benefit. The Udemy have introduced more courses in the following background such as Development, Business, IT and Software, Office Productivity, Personal Development, Design, Marketing, Lifestyle, Photography, Health and Fitness, Music, Teaching and Academics. Development has included the following area such as Web Development, Mobile App Development, Game Development, Database, Software Testing, Software Engineering, Development Tools, E-Commerce. Business has included the following area such as Finance, Entrepreneurship, Communication, Management, Sales, Strategy, Operations, Project Management, Business Law, Data Analytics, Home Business, Human Recourses, Industry, Media, Real Estate and other. IT and Software has included the following area such as IT Certifications, Network and Security, Hardware, Operating Systems and others.

Office Productivity has included the following area such as Microsoft, Apple, Google, SAP, Oracle and others. Personal Development has included the following area such as Personal Transformation, Productivity, Leadership, Personal Finance, Career Development, Parenting and Relationships, Happiness, Religion and Spirituality, Personal Brand Building, Creativity, Influence, Self Esteem, Stress Management, Memory and Study Skills, Motivations and others. Design has included the following area such as Web Design, Graphics Design, Design Tools, User Experience, Game Design, Design Thinking, 3D and Animation, Fashion, Architectural Design and Interior Design. Marketing has included the following area such as Digital Marketing, Search Engine Optimization, Social Media Marketing, Branding, Marketing Fundamentals, Analytics and Automation, Public Relation, Advertising, Video and Mobile Marketing, Content Marketing, Growth Hacking, Affiliate Marketing, Product Marketing and other. Lifestyle has included the following area such as Arts and Crafts, Food and Beverage, Beauty and Makeup, Travel, Gaming, Home Improvement, Pet care and Training and others. Photography has included the following area such as Digital Photography, Photography Fundamentals, Portraits, Photography Tools, Commercial Photography, Video Design and others. Health and Fitness has included the following area such as Fitness, General Health, Sports, Nutrition, Yoga, Mental Health, Dieting, Self Defense, Safety and First Aid, Dance, Meditation and others. Music has included the following area such as Instruments, Production, Music Fundamental, Vocal, Music Techniques, and Music Software. Teaching and Academics has included the following area such as Engineering, Humanities, Math, Science, Online Education, Social Science, Language, Teacher Training, Test Prep and other Teaching and Academics.

vi. [If support from Bangladesh Government was stopped:](#)

The CodersTrust. Bangladesh (CTBD) is an organization whose are taken various support from the people's government of Bangladesh. It is quite difficult to run the organization without cooperation of Bangladesh Government. Bangladesh Government supporting to the CTBD from various wings in different ways. The wings are Information Communication and Technology (ICT) Division; Prime Minister's office, Ministry of Education, Ministry of Posts, Telecommunications Information Technology, Bangladesh Technical Educational Board. Bangladesh Government supports this kind of world chain organization because those organization making the people skillful and exploring the freelancing opportunity. Bangladesh Government support different kind of ways like financially, logistic, resources etc. Bangladesh Government not only given the support but also they are continually monitor and observing their activity and progress.

vii. Economic condition of our expected audience:

Economic conditions refer to the present state of the economy in a country or region. The conditions change over time along with the economic and business cycles, as an economy goes through expansion and contraction. Economic conditions are considered to be sound or positive when an economy is expanding and are seen as adverse or negative when an economy is contracting. The Economic condition of Bangladesh is not up to the mark. But its increasing slowly. The economic condition of Coders Trust's expected audience is low. For that reason, there is a chance that audiences move on to different brand from CodersTrust Bangladesh (CTBD). The CTBD already working on that problem and hopefully they will come out from that problem very soon.

CHAPTER 4

Workplace Problems & Challenges

4.1. Workplace Problem

Managerial Control

Managerial control over an organization is a critical part of organizational behavior. There are several levels of managerial control -- from autocratic control, in which the management team dictates to the staff, and interactive control, in which the staff has a say in how the company is run. The type of managerial control for the organization will affect how to maintain policy. Coders trust maintain autocratic leadership so they do not allow interaction from the staff and blind themselves to important input that would allow the company to run more smoothly.

Organization-wide problems

Simple employee or team issues can quickly expand to the organization if immediate corrective action is not taken place. Organizations should avoid this situation at all costs, as it often results in staff forming groups at odds with each other. Companies must prevent these problems from negatively changing the corporate culture and maintain the workplace as a high performing entity. In Coders trust, due to no incentives or bonuses being paid to the employees along with no pay rise within a specified time period, the employee's satisfaction and dedication level deteriorated. They formed a group out of negligence and resigned from the organization by opening up their new freelancing startup company acting as Coders trust rival.

Team Problems

To achieve high performance, teams must be dedicated to working toward an agreed goal. If they experience personal disconnect with other team members, the team can become non-functional. Team leaders must offer constant feedback and foster cohesiveness. Although, my team leader has somewhat managed to solve disputes or conflicts between the group members. However, when facing team issues, management should have diagnosed the problem and take immediate corrective action to avoid further performance breakdowns.

New Hires

When new employees are brought into the organization, they need to receive a comprehensive introduction in proper ways to communicate throughout the organization. Companies that do not include communication training in their new-hire orientation programs will be forced to struggle with new hires who are forced to learn proper communication procedures. I was not being given an overview about the organization so it took me a while to understand their business process and their work details.

New Management

If there have not been changes in management for many years, then the company will start to settle into a way of doing things that is efficient and comfortable for the existing management team. Changes in management, for whatever reason, can put strain on the organizational structure of an organization. The new management may be unfamiliar with the way the organizational structure has been run for years and try to put a new spin on how things should be run. After the conflict between the employees and top management, the head of education and communication was replaced by new members in the organization. Thus, rapid changes in tasks and decision making took place which was hard to cope up.

Confusion

Effective communication is required to keep an organizational structure running smoothly. Without communication, new ideas and processes can get confused. If departments are not clear on exactly what their responsibilities are, then the ensuing confusion can slow down productivity. These confusions took place after new managers has been assigned and made changes in work procedures.

4.2. Workplace Challenges

Employee Interaction

Whenever you have different personalities working together under the same roof, there is bound to be friction from time to time. Teams working under deadline and under pressure may be more apt to have flare-ups of tempers and other issues. Working as an intern and not knowing much about professionalism, I sometimes used to get confused about my assigned task and hardly used to seek for help since everybody seemed busy with their own work and did not appear much friendly to ask for help. In my opinion, I think introducing training to help employees learn how to manage individual work and get along with other people can be very beneficial in handling this challenge.

Handling Customers

Bring another level of challenge into the mix. While the vast majority of customers and clients that you deal with on a daily basis will be polite and understanding, there is generally an element that is belligerent and hard to handle. Since I used to provide student counseling and had to convince new customers to sell our service, I had to face different personalities at times. While the idea that the customer is always right is an important credo to follow, it is also necessary to train employees in handling difficult customers and clients.

Diversity

Several challenges are intertwined with diversity. I felt challenging to work among a diverse workforce while at the same time being concerned about the positive impact that diversity can have. I have worked under pressure and thus learned how to manage tasks within time and deliver effective output. The experience was good enough since I got to work with German, Japanese and Danish people.

CHAPTER 5

Conclusion and Implication

The influences of external brand communications are greater in small service firms than in large ones while the impact of the presented brand is less significant. So, therefore I adjusted the service branding model in accordance to these differences. The external brand communications does not only impact brand awareness but also brand meaning in the service branding model. The influence on brand meaning is indirect while customer experience with brand has a direct impact. I agree with Berry (2000) theory that the customer experience with the brand has the greatest impact on brand meaning, but also believe that external brand communications, in the form of WOM, have a direct effect on brand meaning. The reason I find WOM to have a direct effect is because it is relied on to such a large extent and used by the companies in order to affect brand meaning in the mind of the customers. Since WOM is created by customers who have experienced the brand, it is to believe that the brand meaning created for them can be transferred to prospective customers who are exposed to the WOM. Moreover, a service recovery strategic focus should be both active, in the sense that employees aggressively implement service recovery efforts immediately, and passive, in the sense that service recovery opportunities should not be planned. When it occurs, the service recovery paradox should be appreciated as a bonus. Its possibility offers the potential for redemption with an individual customer. In today's increasingly service driven markets and with the proliferation of multiple providers for every type of product or service, moments of truth have become an important fact of customer interaction that marketers need to keep in mind. They are critical as they determine a customer's perception of, and reaction to, a brand. Moments of truth can make or break an organization's relationship with its customers. The 3P's communicates and influences customers' responses in a cognitive, emotional and physiological ways. These responses to the 3P's factors influence the approach or avoid bad behavior of customers. Service firms rely heavily upon their service providers to enhance the provision of service quality to acquire and retain their customers in the designed service processes and services cape. The marketing mix for a service has additional elements because the characteristics of a service are different to the characteristics of a product. The characteristics of a service are: Lack of ownership, Intangibility, Inseparability, Perishability & Heterogeneity. To a certain extent, managing services are more complicated then managing products, products can be standardized and to standardize a service is more difficult as it can be affected by factors outside the service provider's control.

REFERENCES

- Parasuraman, A., & Zeithmal, V. (2002). Understanding and improving service quality: A literature review and research agenda. In B. Weitz & R. Wensley (Eds.), *Handbook of marketing*. London: Sage, 339–367.
- Berry, L. L. (2000). Cultivating Service Brand Equity. *Journal of the Academy of Marketing Science*, 28 (1), 128-137.
- Hughey, D., Chawla, S., & Kahn, Z. (2003). Measuring the quality of university computer labs using SERVQUAL: A longitudinal study. *The Quality Management Journal*, 10(3), 33–44.
- Cabrera, A., Colbeck, C., & Terenzini, P. (2001). Developing performance indicators for assessing classroom teaching practices and student learning. *Research in Higher Education*, 42, 327–352.
- Sahney, S., Banwet, D., & Karunes, S. (2004). A SERVQUAL and QFD approach to total quality education. *International Journal of Productivity and Performance Management*, 53, 143–166.
- Möller, K. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing by E. Constantinides. *Journal of Marketing Management*, 22(3), 439-450.
- Kotler, P. (2003). *Marketing Management* (11th ed.). Prentice Hall International Editions.
- Booms B. H. & Bitner B. J. (1980). Marketing strategies and organisation structures for service firms. In Donnelly, J. & George W. R. (Eds.), *Marketing of services*. American Marketing Association, 47-51.
- Dick, W., and Carey, L. (2014). *The Systematic Design of Instruction*. Pearson Education, 8th edition.
- Kau, Ah-Keng and Elizabeth Wan-Yium Loh (2006), “The Effects of Service Recovery on Consumer Satisfaction: A Comparison between Complainants and Non-Complainants,” *Journal of Services Marketing* , 20 (2), 101-11.

APPENDIX

List of figures Figure

Figure no: 1	SWAT Analysis
Figure no: 2	Strength
Figure no: 3	Strong Management Team
Figure no: 4	Robi Axiata
Figure no: 5	Bangladesh Technical Education Board (BTEB)
Figure no: 6	Easy payment system
Figure no: 7	Weekness
Figure no: 8	Opportunity
Figure no: 9	Threat