

AN INTERNSHIP REPORT ON
CODERSTRUST BANGLADESH

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Subject: Submission of the report on CodersTrust Bangladesh.

Dear Sir,

With great pleasure, I am presenting to you this internship report which was assigned to me as a significant necessity of finishing the "Bachelor of Business Administration" program at United International University.

Though it's my learning curve, so I have tried my level best to do the work according to your principles and the elements of my understanding and ability. I want to appreciate the offer you made to show my abilities and I firmly believe that you will like the work I have done.

Lastly I would be thankful once again if you please give your precious advice on effort.

Sincerely Yours,

.....

Name- Istiak Ahmed

ID- 111 161 347

Acknowledgment

First of all, I would like to express my gratitude to Allah that he has given me enough patience and energy to make this report which is the fundamental requirement for my internship program. During making this report I got complete honest direction, management, and coordinated effort from the people of my organization.

I would like to share my warm appreciation from the bottom of my heart to the instructor of my internship program and the honorable faculty member of United International University and **Mohammad Tohidul Islam Miya** who was always available for supporting, co-operating, providing valuable advice which encouraged me a lot to do this report successfully. His unreserved behavior and motivation made me extra energetic to face all difficulties to make it happen.

I am so thankful to my team leader Md. Khairul Alom provided me all the proper guidance that I have to do and maintain accordingly and also kept me in his observation. Also thankful to others colleagues Mr.Shohag (business development executive) who trained me up and prepared me for the organization. Lastly, I want to mention Md Imtiaz ahmed (Head of business development) who inspired and motivated us to complete everything smoothly.

Finally, I would like to confess my gratitude to every member I worked with and praying for their longevity and prosperity.

The motivation of the Study

This report was given to me from United International University, school of business & economics as a requirement for completing my BBA (Bachelor of Business Administration) program. This report has been conducting based on my internship experience in CodersTrust Bangladesh. I work as a sales intern of CodersTrust Bangladesh under the Business development department. After completing my three months' internship at CodersTrust Bangladesh, I have come up with this report. And this report has been done under the supervision of my honorable supervisor, Mr. Mohammad Tohidul Islam Miya (Assistant Professor) from United International University, and my organizational supervisor was Md.Khairul Alom (Head of the business development team) from CoderTrust Bangladesh.

Executive Summary

Coders Trust Bangladesh (CTBD) is a Denmark-based leading IT training and support organization in our country. This report evaluates the overall business strategy of CTBD. This organization is very well known for providing freelance training. And it has already been proven that Coder Trust Bangladesh is playing a very necessary and extraordinary role in freelance training in Bangladesh. This report is based on my internship experience and provides a brief overview of the business strategy of Coders Trust Bangladesh.

The customers at CTBD can be analyzed by their professional background, age, income, gender, education, and geographic location. CTBD clientele is mostly dominated by Jobholders to promote their career achievements, 20-30 years age group, mid to low income group, equally by male and female, university graduates, and outside Dhaka through online-based training services.

The competitor analysis of CTBD has been completed based on three-factor, they are; Timing of market entry, Market Penetration, Product Uniqueness. And based on these three factors, the competitor insight has been done with the two direct competitors of CTBD, one is creative IT and another one is Careerhub Bangladesh.

In this report, we have also discussed the marketing strategy of CTBD. We focus on the marketing mix of the 4P's. CTBD focuses on its product variation, product differentiation, and product elimination based on customer need. CTBD always price it offers competitively and this pricing strategy helps it capture a huge market share of our country's freelancing market. CTBD's vision helps planning its placing decisions. Including its headquarter in Banani, CTBD has branches in Dhaka city. It's has recently decided to enter the commercial capital of the country, Chittagong. It has plan to expand outreach to all districts of the country. Lastly for promotion, CTBD uses mostly Below-The-Line (BTL) communication platforms with some allocation for ATL types such Tv Advertisement.

This report uses the technical and strategic features to evaluate the current situation of CTBD. Several recommendations are forwarded based on those findings.

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CHAPTER 01: CodersTrust at a Glance

CodersTrust
Bangladesh

About CodersTrust Bangladesh:

CodersTrust is a multinational company specializing in the hybrid and income generation both online and offline skill development platform, is aimed at those people who want to engage in multiple activities to improve their skill to work offline or generate money from various online sources. CodersTrust is a soft skill and training company supported by the Danish International Development Agency that aims to provide skill education to the student.

The CodersTrust Headquarter is located in Copenhagen, Denmark. CodersTrust starts its operation in Bangladesh in January 2015 with the guide of world business icon Mr. Aziz Ahmad, a pleased Bangladeshi-American visionary with a fantasy to carry applied instruction to the mass people at a more affordable cost, enabling people via breaking the normal calling difficulties to make a nearby group of laborers meet the necessities of worldwide capacity interest and to help them acquire their own home with the guide of contemplating current advanced abilities. Alongside fellow benefactor Danish Military Captain Ferdinand Kearwolf, they started its activity from Denmark in 2013 in presence of Sir Richard Branson and Morten Lund dependent on their standards and convictions to make IT ability improvement open to all individuals around the world. CodersTrust set a reason to make the neighborhood group of laborers meet the necessities of worldwide capacity interest. Nowadays Mr. Ataul Goni Osmani is the honorable country Director of CodersTrust Bangladesh Dhaka (Bangladesh, 2021).

Vision:

The main vision of CodersTrust is to make stronger, reliable linkage for education and job creation globally, where every single people will have the opportunity to takes the benefits of CodersTrust services to learn relevant skills, designed to provide a market for qualified clients to earn a living in the digital workspace where freelancers hire (Bangladesh, 2021).

Mission:

The main mission of CodersTrust faiths that the combination of education and job creation will create a unique balance in the world that will truly connect to make mutual goals and benefits, therefore, it aims to increase access to susceptible, downgraded, and poor people,

especially young people, into the online training and job markets, afterward expanding higher pay openings and stimulating the economy (Bangladesh, 2021).

MOTO:

Moto of the CodersTrust Bangladesh (Rahman, 2020)

“Affordable education and job access for everyone”

The objective of CodersTrust Bangladesh (Chowdhury, 2019):

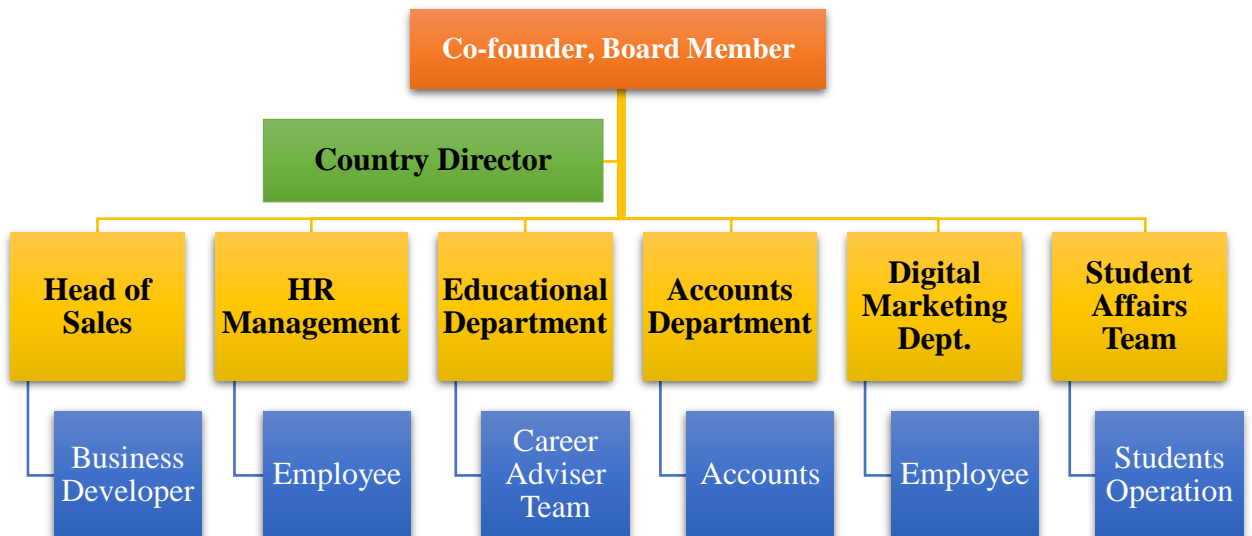
There is some basic objective of CodersTrust Bangladesh, they are:

- ✓ Provide training for becoming a Freelancer.
- ✓ A kick-starter to start working Self-reliantly.
- ✓ How to work in an online workplace.
- ✓ Helps to find work from Fiver, Upwork site.
- ✓ How to resolve several queries and requests?
- ✓ How to communicate and negotiate with buyers.
- ✓ Encouraging people about online business platforms and provide training.
- ✓ Training for creating an outsourced BD profile as a freelancer and also how to get approval.

The slogan of CTBD:

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

Organogram of the CodersTrust Bangladesh:



Departments of CodersTrust Bangladesh:

There are SIX departments in CodersTrust Bangladesh,

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

Human resources department

The human resource department is the most significant department for every company.

There are several responsibilities from these departments and those are;

Recruitment

At first, the company posting job posts on various sites, then identifying, interviewing, selecting hiring onboarding employees.

Training and Development

CodersTrust provides various orientation education for new employees to know about the company's culture, rules, way of working, etc.

Compensation and Benefits

CodersTrust sets its payment structures and evaluates competitive salary practices such as promotion, salary determination, performance problems, and permission transfer programs.

- ✓ Reviewing the Performance Appraisal
- ✓ Devolving several policies
- ✓ Data entry and maintain records.

Accounts department

This department is accountable for every financial transaction, such as:

- ✓ Cash Inflow: Incoming payment from several services.
- ✓ Cash Outflow: various payments and keeping records about bills, etc.
- ✓ Financial Reports: Making various reports about Budgeting, Balance Sheet, P&L, etc.
- ✓ Payroll: insuring every employee becomes remunerated.
- ✓ Controls: avoiding errors, scams, etc.

Education Department

CodersTrust Career Consulting team mainly controlling Education Department. This department has assigned various skilled and qualified mentors for every course, Mentors can be different backgrounds but having excessive computing skills and with their participation in freelancing background. This department personnel making study layout, course content, modules, etc., and take mutually online and offline class in a week or weekend batch as per

schedule. They also take exams, provide any types of support 24*7 service to the students, mentor selection, and making overall performance report.

Student Affairs Department:

The student affairs department mainly working with every student of CodersTrust and provides counseling to them. After admitting in any course, this department crew joins their pupil by using Email, calling and text them to informed about the class schedule, rules, etc. this department also work for student's different issues, and the crew of this department is highly skilled full and professional to solve any issues.

Business Development Department:

This department is the prime department of CodersTrust Bangladesh, this department is tied with the executive workplace and looking for market opportunities and make strategic decisions and take necessary action if needed, this department also making or updating the database, guidelines, and doing everything for capturing the market. So the business developer team individuals are responsible for several inside and outside targets of the organization. Moreover, this department analyzes the business environment, implement the new plan, making regulation and restriction and also analysis to enhance company income and profit that affect the company.

- ✓ Boost the service
- ✓ Sustaining respectable relationships with customers.
- ✓ Making PowerPoint Presentation and displaying about sales status
- ✓ Establishing a plan for capturing a new market.
- ✓ Taking stapes for enhancing the sales and profit.
- ✓ Developing and implementing the sales goal.
- ✓ Effective negotiation with customers and others.
- ✓ Providing effective training to the personnel and helping them to boost their skill.

Digital Market Section:

This section mainly focusing on making promotions, various advertisements, Marketing over Social media, effective advertisement result generating, market survey data analysis, etc. This section also responsible for generating effective leads for business development.

Coders Trust Bangladesh Product and Service line:

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

SWOT analysis of CodersTrust Bangladesh:

The SWOT analysis refers to the analysis of a company's Strengths, Weaknesses, opportunities, and Threats. With these 4 criteria, we can evaluate a company's competitive position and articulate the tactical plan. This analysis evaluates the company's internal and external factors and possible potentiality. SWOT analysis purposes to provide an authentic objective of a company and a data-based view. CodersTrust Bangladesh can implement the SWOT analysis to evaluate the existing condition of internal and external conditions of the company



Strength of CodersTrust Bangladesh:

Strength refers to the positive attributes and resources inside the company that support the company's success. There are several significant Strengths of CodersTrust Bangladesh that make this company different from other existent companies in the skill development sector.

- ✚ **The Culture of Organization:** CodersTrust Bangladesh guarantees pure hierarchical culture. All worker is propelled by the way of life of the association to be useful and co-employable to other people. Here workers are energetically acknowledged to tackle assignments out of the work obligations regarding building up the association and aiding another group. That helps representatives to give 100% exertion.
- ✚ **Good Market Reputation:** As CodersTrust is a multinational company, so CodersTrust has a fantastic market reputation from its beginning, and its strong management team also able to manage its employee and customer also.
- ✚ **Skilled Man Power:** CodersTrust Bangladesh is powered by a group of highly skilled people in every department, so they can take any kind of pressure and handle any situation very effectively.
- ✚ **Higher Success rate:** The most significant strength of CodersTrust Bangladesh is, it has a tremendous student success rate than other skill development institutes in our country. The main reason for this success is that CodersTrust strictly kept its service quality and maintain effective communication with customers.
- ✚ **Student support system:** CodersTrust delivers a powerful support system for all students. There is some facility that CTBD offers for all its students, to make a butter-smooth journey. They are 24/7 online student support for both local and abroad students, ELMS Talents, Student support group, Facebook-based support group, Students affairs team, etc.
- ✚ **Variety of courses:** CodersTrust Bangladesh offers a wide range of skill development courses based on different criteria. Some courses not only helping for becoming a professional freelancer but also create value for traditional jobs.
- ✚ **BTEB Approved:** CodersTrust Bangladesh is approved by Bangladesh Technical Education Board (BTEB). This board is part of the Bangladesh Government under the education ministry.

Weakness of CodersTrust Bangladesh:

We all know that a company's weakness limits the company's growth, So Weakness refers to the lack of potential resources or development that must be resolve and also should be included in business strategy or operation to achieving the company's success and goal. There is some weakness of CodersTrust Bangladesh down below:

- ✚ **High Employee turnover rate:** The most negative part of this organization is its high employee turnover rate. Due to the low salary scale is responsible for this problem, employees do not intend to stay in their job for a long time. Extreme Working pressure, huge sales target, no fixed job time could be also responsible for higher employee turnover.
- ✚ **The high dropout rate of students:** The second biggest weakness of CodersTrust Bangladesh is a high rate of student dropout due to financial issues, a huge amount of people not comfortable with online learning, lacking's of internet, family issues, workload, etc.
- ✚ **Campus Location:** All the campus locations of CoderTrust Bangladesh located in Dhaka city, so it's so difficult and costly for the students of local areas and also for all other cities people in Bangladesh to take admission and continuing classes.
- ✚ **Course Price:** The Course price is a little bit higher than all other skill development institutions, and this price is so higher for offline classes. So a huge amount of students didn't take admission because of course fees.

Opportunities of CodersTrust Bangladesh:

Opportunities refer to finding a new potential market or implementing new business strategies for capturing new or more marketing areas than before and it also helps for the company's optimum growth. The opportunities for CodersTrust Bangladesh are listed below:

- ✚ **New Course Offering:** CoderTrust Bangladesh offers both basic level and intermediate level courses, this company also making a market survey and take information which new subjects students have interest, by this way CodersTrust often offer new courses due to market demand.

- ✚ **Provide online facilities:** Today's world is fully based internet, So CodersTrust Bangladesh also take initiative to provide every possible support and expand its service to an online platform fully. In this way CodersTrust able to reach more students than before, and this initiative got successful in the CORONA pandemic.
- ✚ **Opening more branches:** As we all know that CodersTrust has only four branches and all are locating around Dhaka city. So CodersTrust wants to expand its organization through all over the country and CodersTrust has the ambition to reach at least every district all over Bangladesh.

Threats of CodersTrust Bangladesh:

Threats are considering as an external component of an organization that makes a huge negative impact on a company's all-over success and growth. Falling in corporate sales would be the most obvious effect. Companies often face several threats, and those threats reduce the company's market opportunities. There Are some threats of CoderTrust Bangladesh:

- ✚ **Entering New Companies:** There are several companies now come in this particular skill development sector, among them some are very aggressive in capturing the market, for those companies CodersTrust may face trouble as people are admitting there and this could enough for make a huge negative impact on CodersTrust growth.
- ✚ **Negative Review:** CodersTrust Bangladesh Often getting some annoying negative reviews, from students and also from other training institutions paid agents. And it makes a massive effect on CodersTrust's reputation and market growth.
- ✚ **Country Economy:** Country economic condition also impacts on company's growth, In the real scenario for most of the people of our country are not that much well enough, so it also discourages the students to admitting in skill development course.
- ✚ **Government regulation:** CodersTrust is an international organization. So international companies often face several rules and regulations. Sometimes those rules are so aggressive for international companies.

CHAPTER 02: Customer Insights of CodersTrust Bangladesh

Customer Insights of CodersTrust Bangladesh:

Customer Insights refers that having a broad and clear understanding of human behaviors which aims to increase the effectiveness of a product or a service as well as increase sales and also generates financial benefits for those running product or service of a company. By analyzing the customer insight, a company can have focused on its target audience, and this target audience refers to a group of audience who might have an interest in a particular product or service.

CodersTrust Bangladesh is very much concerned about its target audience, to identify its target customer, CodersTrust Bangladesh comes up with market research, and after analyzing the result of research they classify the appearances, behavior, and demographics of the usual group of CodersTrust target audience. They are mainly considering

- ✓ In what way should approach a target audience.
- ✓ To make the audience interest in which content be on the page.
- ✓ Which marketing plan make sense to them?
- ✓ Will they willingly purchase the course?
- ✓ How far they will pay?

This Target audience analysis brings several benefits for CodersTrust Bangladesh,

- ✓ This analysis helps to find and target only the group that can be involved with CodersTrust products and services.
- ✓ Developing a longer relationship with a customer and sustains the best customer satisfaction.
- ✓ More cost-effective.
- ✓ Be more competitive with others.
- ✓ It helps to increase the number of potential customers.
- ✓ Higher successful customer conversion rate.

They are some target group for CodersTrust Bangladesh, they are:

- ✓ Freelancer
- ✓ University students
- ✓ Job holder

- ✓ Unemployed people
- ✓ Retired people

Freelancer:

Freelancer refers those individuals who are already involved in freelancing but want to develop their skills far more from various IT training because to be successful in the freelancing market, an individual has to have an idea about new knowledge. For this reason, a great number of freelancers taking admission to develop their current skills or taking admission for a new skill. And for CodersTrust Bangladesh this target group is very much important, 25% of sales of CodersTrust Bangladesh come from this Freelancer group.

University Students:

University students take a variety of skill development courses to enhance their performance. These courses play a vital role in enhancing their university course curriculum as well as their subsequent work skill and also for becoming a freelancer. For CodersTrust Bangladesh more than 15% of students come from this group.

Job Holder:

At present it is not very sensible to rely on a single source of income, so nowadays many working people are interested in freelancing for their secondary source of income and so they are leaning towards freelancing training. More than 20% of students come from this group for CodersTrust Bangladesh.

Unemployed people:

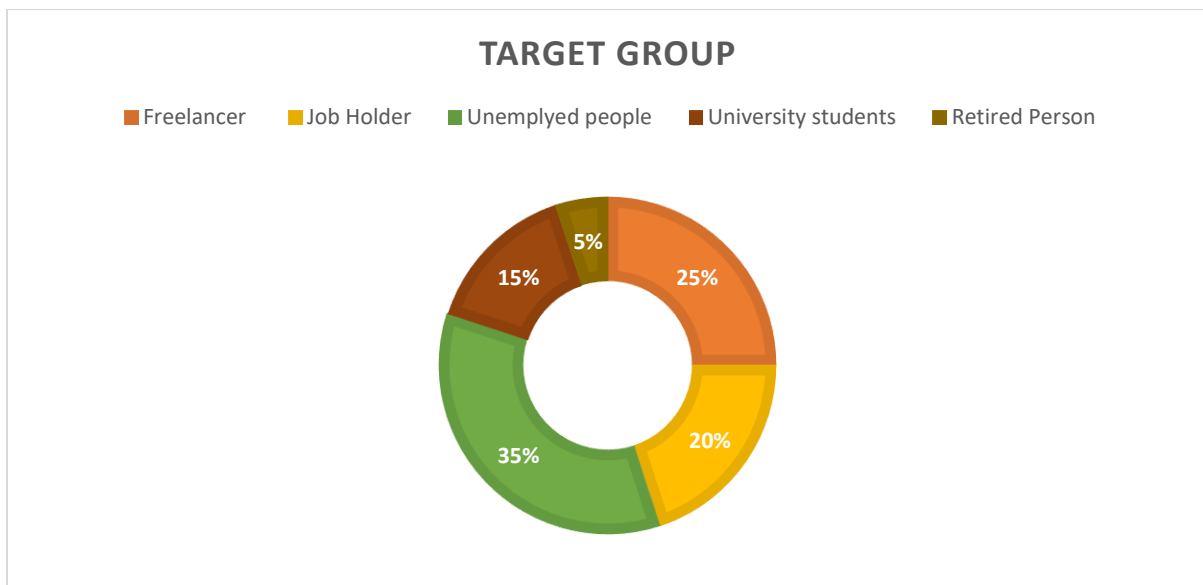
Nowadays Freelancing is best for self-reliance for those who are currently unable to find a job due to lack of job in-country, so this freelancing training from CodersTrust Bangladesh could be a blessing for them, more than 35% of students are coming from this group of people.

Retired person:

Nowadays retired people are also interested in freelancing because it allows them to use their leisure time as well as make a good income through freelancing. So it is seen that some retired employees are coming here for freelancing training and take admission from

CodersTrust Bangladesh. And a minimum of 5% of students is taking admission from this group.

Here is the visual representation of the percentage of admission for CodersTrust Bangladesh from different customer groups,



While CodersTrust Bangladesh defining its Target Audience, they are some more steps before starting with a deep target audience research-define common characteristic of their usual buyers.

So defining the demographic is important for CodersTrust Bangladesh, they give more thought to what peoples need, what they want, what they like or dislike, what problems may arise, and more.

This will help CodersTrust Bangladesh to allow more market engagement that will have the best strike to capturing potential customers.

Demographics:

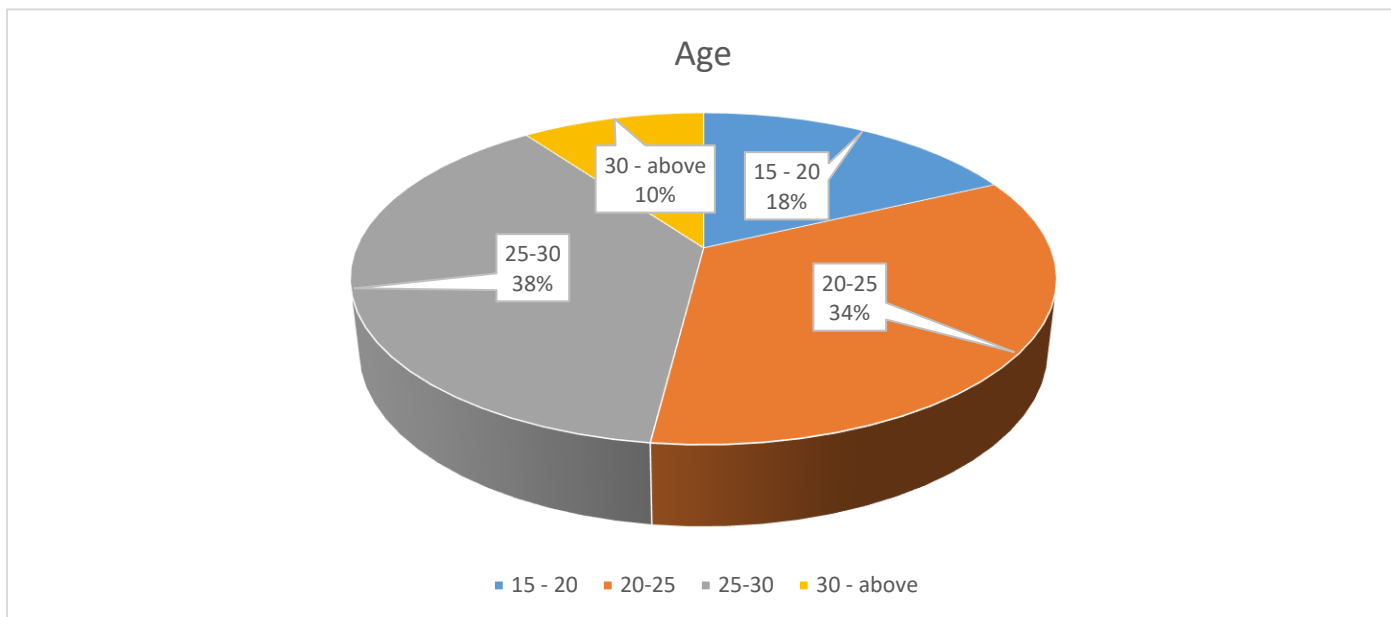
Demographic data is highly important for CodersTrust Bangladesh in their total operation, this demographic data refers to the main characteristic or description of CodersTrust Bangladesh’s target audience, customer base, or population. In Coderstust demographic analysis there is several key elements are available, they are:

- ✓ Age
- ✓ Income
- ✓ Gender
- ✓ Level of education
- ✓ Location

These five are the most important elements for CodersTrust Bangladesh's demographic analysis,

Age:

For taking admission in CodersTrust Bangladesh there is no basic age limitation, but the only requirement is the person who wants to take admission must be well matured. After 15 years of old, anyone can take admission for any skill development course. Here is the different age-based admission statistic of CodersTrust Bangladesh,

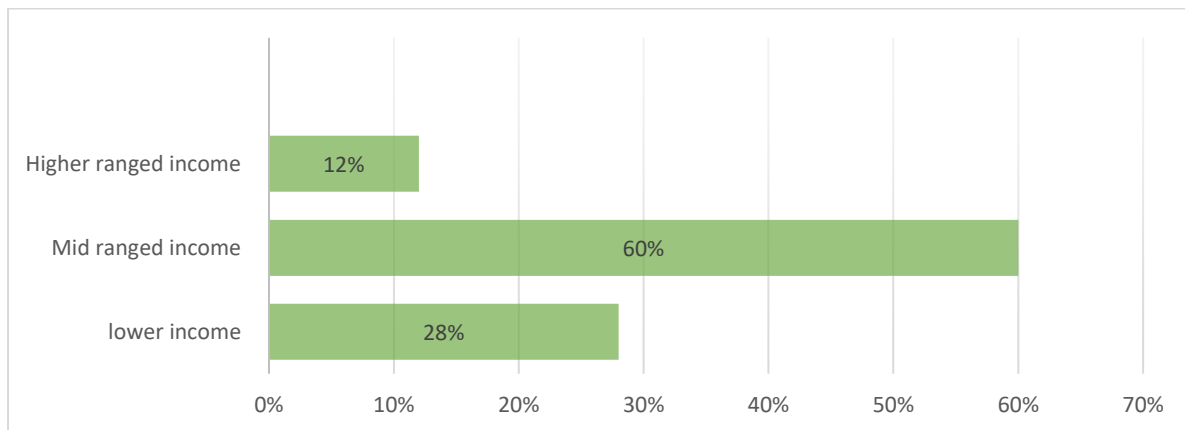


This graph shows that 15 to 20 years old student admission rate is about 18%, Among students aged 20 to 25 this admission rate going to be 34%, for 25 to 30 years old this rate is about 38% and the last aged group 30 to above this rate not more than 10%.

Income:

We know that no type of IT training can be done free of cost in CodersTrust Bangladesh. so those how to want to do the course need to have a source of income if they want to take admission for IT Training. But the IT training that is done in CodersTrust Bangladesh is very low if it can be done on an online platform, on the other hand in an offline platform the course price becomes much higher than an online platform.

Here is the visual statistic of admission of people of different income,



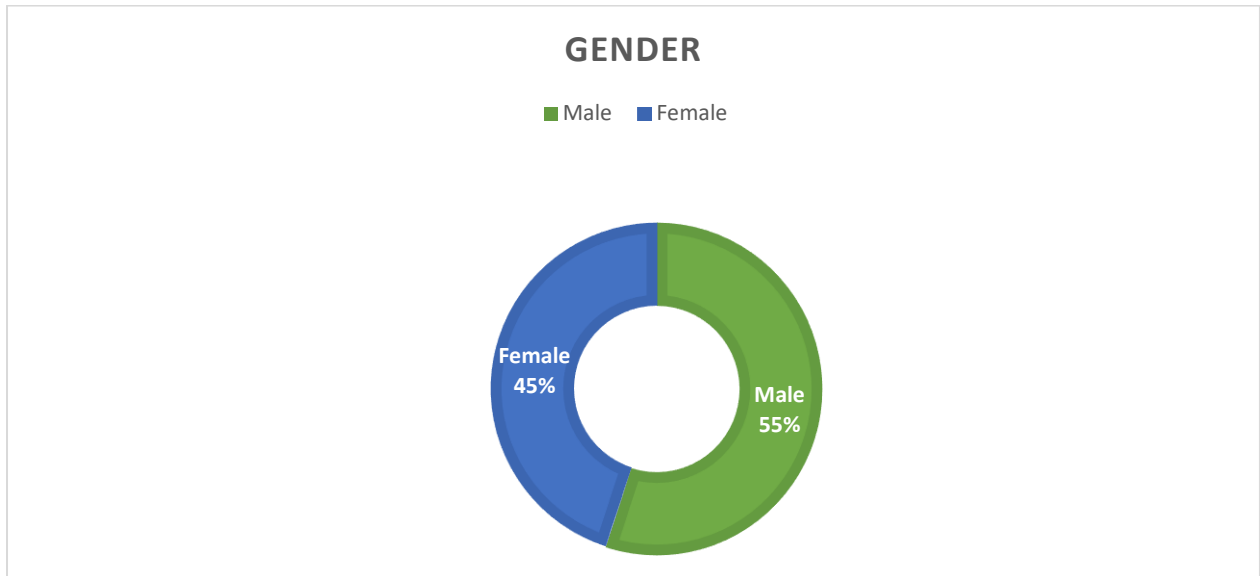
In this graph we can see that the demand for freelancing admission varies among people of different incomes, I have tried to show a reflection between the three income groups, here Higher Range Income refers to those who earn more than taka 80 thousand per month, the demand for freelancing is not seen among high-income people but about 12% of people come from this group to get admission, then comes Mid ranged income group, The demand for freelancing is much higher among middle-income people about 60%, and the middle ones are those whose monthly income is below taka 50 thousand. And the last one is the lower-income group, low-income people are those whose monthly income is below taka 25,000. The demand for freelancing is slowly increasing among people with this income it's now about 20%.

Gender:

In CodersTrust Bangladesh both men and women get the opportunity to take IT training, at one time only men were interested in doing freelancing training, but now women are also

interested in pursuing their career in this freelancing platform. So the participation of Men and women nowadays almost the same or equal.

Here is the visual statistic of gender participation in freelancing training,



Level of Education:

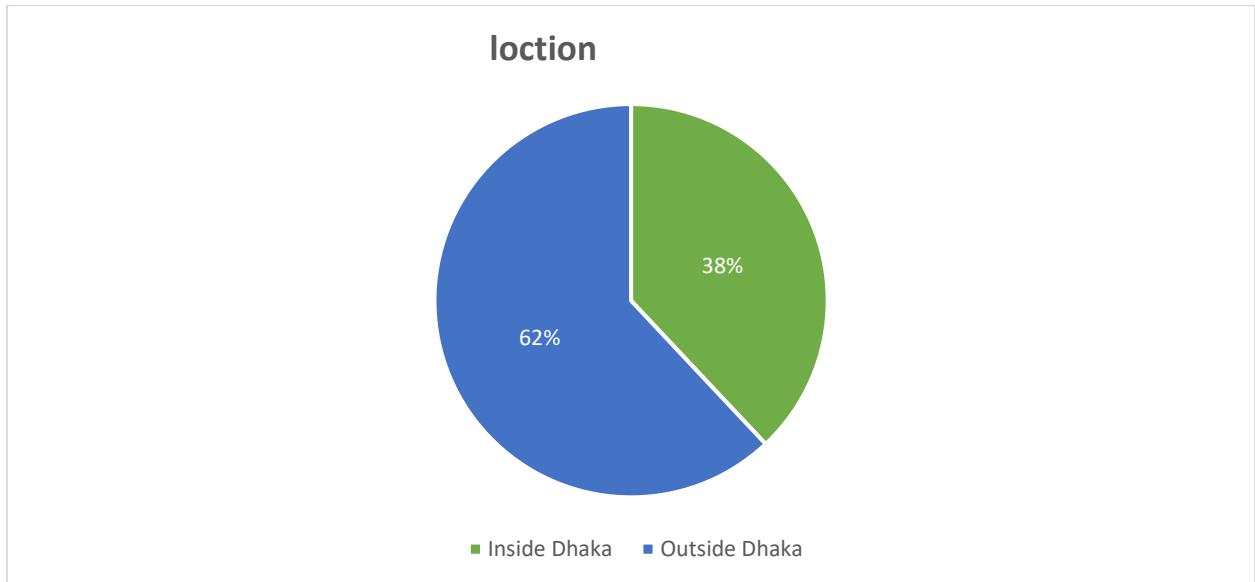
For the eligibility of IT Training in CodersTrust Bangladesh prefer a minimum SSC pass in case of minimum education level, no student has given IT training without SSC pass, but in case of special consideration and special course, the level of education qualification is relaxed a bit. In terms of education level, most interested candidates are university graduates for IT training.

Location:

Currently, CodersTrust Bangladesh has 4 campuses (Banani, Dhanmondi, Mouchak, Mirpur) or IT Training center in Bangladesh and All the campuses are located around only Dhaka city, Therefore, only students from Dhaka and its environs can come to the preferred campus of Construct Bangladesh and take the training directly, which we call offline training. And for those who live outside Dhaka, online training has been arranged. When it comes to participation in online and offline training, then CodersTrust Bangladesh online training is the most popular because of lower cost, easy excess, superior online support, and others benefits. And CodersTrust Bangladesh has far more students from outside of Dhaka city than inside of

Dhaka city, for this reason, CodersTrust Bangladesh planning to open more branches in all other districts of Bangladesh.

Here is the visual statistic of student participation from inside and outside of Dhaka city for freelancing training,



We can see from this graph that the number of students outside Dhaka is much higher than the number of students inside the Dhaka city in CodersTrust Bangladesh, it's about 38% of students are from inside Dhaka city and outside Dhaka including all over Bangladesh its about 60%, because people from different regions can easily do freelancing training with online support.

CHAPTER 03: Competitor Insights of CodersTrust Bangladesh

Competitor Insights:

Competitor refers to when two or more companies operate their operation in the same marketplace, selling the same product or service, and have an almost same goal of achieving revenue, profit, and market share. For effective competitor analysis, there are three arms,

- ✓ Timing of market entry
- ✓ Market penetration
- ✓ Product uniqueness

The three arms of an effective competitor analysis stiffening in almost every organization or industry. And this competitor analysis is a very important part of every industry and needs to be carefully done. And those three components are essential for solid competitor analysis.

Timing of
market entry

Market
penetration

Product
uniqueness

1. **Timing of market entry:** we all knew that everything comes down to timing, and it refers to the starting journey of a company in a particular market, it mainly provides the fast-mover advantage, and this advantage makes the company well ahead from its competitors.
2. **Market penetration:** It refers that how well a company's product or service is sold when it comes into the market, on the other ways we can say the level of customer willingness to buy a product or service. It also provides a superior advantage for the companies.
3. **Product uniqueness:** now it refers to the product or service itself, how well it is, the first two focus more on things that were external part of the product or services. But this one is far more product or service-centric. And this product uniqueness provides the most noticeable advantage from its competitor.

So here we now discuss some potential Existing competitor for CodersTrust Bangladesh, we found some organization those are a direct competitor for CodersTrust Bangladesh, they are:

- ✓ Creative IT Institute
- ✓ CareersHub Bangladesh

Creative IT Institute:



Creative IT Institute has been playing a vital part in our country's and one of the most leading IT training institutions in Bangladesh. They start their journey in 2008 and make a revulsion in the IT training market. Creative IT is founded by Mr. Monir Hosen, with a Vision to make a prime institution that will be recognized for its diversity, and also known for its superiority in knowledge sharing (Institute, 2021).

This IT training organization come up with,

- ✓ the total number of 30000+ Trained participants to date.
- ✓ have 7 well-equipped computer labs.
- ✓ for they have 5 additional classes for theory class.
- ✓ have more than 100 In house IT Trainers.

Course list of Creative It Institute:

- ✓ Graphics Design
- ✓ Digital Marketing
- ✓ Web Design & Development
- ✓ SEO w/ Affiliate Marketing

- ✓ Video Editing
- ✓ 3D Animation
- ✓ Motion Graphics
- ✓ Game Development
- ✓ App Development
- ✓ UI/UX Design
- ✓ Web Application Development
- ✓ Digital Filmmaking, and more.

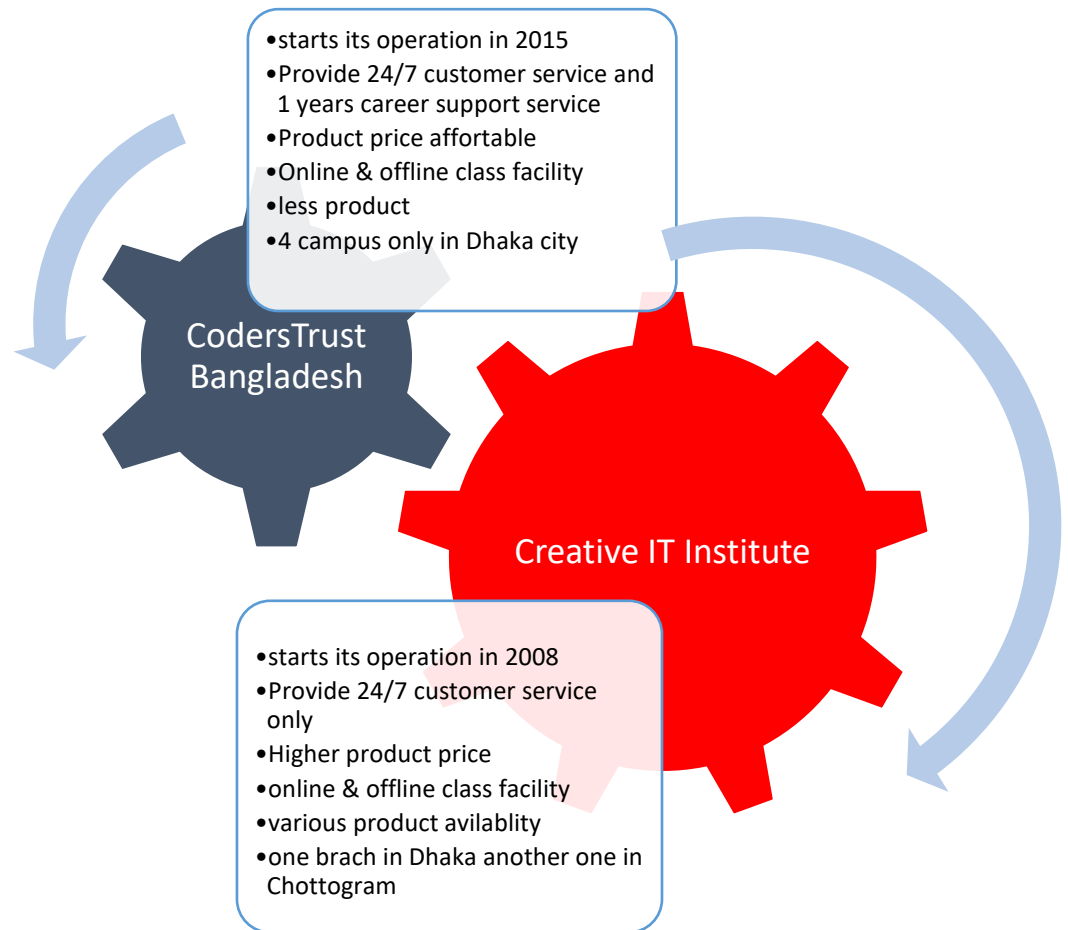
Comparing the CodersTrust Bangladesh and Creative IT Institute:

Timing of market Entry: Creative IT Institute Starts its operation in 2008 and CodersTrust Bangladesh starts its operation in 2015, because of the Timing of market entry CodersTrust Bangladesh is well behind the Creative IT Institute in terms of the number of current students and market shares. And here Creative IT Institute got the fast-mover advantage.

Market penetration: For market penetration, both organizations have almost the same capability. Because both are very superior in terms of a marketing plan, product advertisement, etc. Both organizations have their digital marketing team for their customer engagement. But in terms of the number of student engagement the Creative IT Institution well ahead of CodersTrust Bangladesh.

Product uniqueness: It depends upon the product and service itself of an organization. Here Creative It Institution has the full advantage over CodersTrust Bangladesh because of its number of courses and the huge number of IT Trainer.

Here is the basic scenario of CodersTrust Bangladesh and Creative IT Institute:



CareersHub Bangladesh:



CareersHub Bangladesh is a leading training, business, and technology consultancy in Bangladesh. CareersHub Bangladesh is well known for providing the most effective,

innovative, and creative consulting service in Bangladesh. This organization helps a person to identify their right career, organization development, Improve business operation, etc (Bangladesh C. , 2021).

The main mission of CareersHub Bangladesh is committed to provide the finest service and make a contribution to the rapid growth of the personal and professional life of an individual with a variety of trendy, high-quality counseling and training based on leadership and teamwork.

CareersHub Bangladesh Come up with.

- ✓ Total numbers of 7000+ participate till date
- ✓ Have 2 computer lab
- ✓ For theory, the class have 3 classroom
- ✓ 10 in-house Trainer.

Course list of CareersHub Bangladesh:

- ✓ Graphics Design
- ✓ Digital Marketing
- ✓ PGD in Supply Chain Management.
- ✓ PGD in Human Resource Management
- ✓ SEO

Comparing the CodersTrust Bangladesh and CareersHub Bangladesh:

Timing of market Entry: CodersTrust Bangladesh and CareersHub Bangladesh start their journey almost at the same time in our country, both have almost 5+ years of experience in the Bangladesh IT training sector. But in terms of the number of students and market share the CodersTrust Bangladesh is well ahead of CareersHub Bangladesh. Because of CodersTrust has an international existence it gives a huge advantage in our Country's IT sectors.

Market penetration: In market penetration CodersTrust Bangladesh a far more superior than Careerhub Bangladesh. CodersTust has a huge number of students who participate in the

careers hub Bangladesh, more than 22000+participation till the date, CodersTrust Bangladesh also have a huge collaboration of its ex-students so people easily got the trust and willingness to take the service from CodersTrust Bangladesh then CareersHub Bangladesh.

Product uniqueness: In this area, both organizations have the different advantage in a different area, both organization focus on IT and freelancing training, but CareersHub Bangladesh have extra professional certification course like PGD in Supply Chain Management, PGD in Human Resource Management courses are well demand in the current market, in this area, CodersTrust Bangladesh is a little bit far from CareersHub Bangladesh. But in the Freelancing area, CodersTrust Bangladesh is superior then CareersHub Bangladesh in terms of product quality, customer support, careers support, etc.

Here is the basic scenario of CodersTrust Bangladesh and CareersHub Bangladesh:



CHAPTER 04: Marketing Strategy of CodersTrust Bangladesh

The Marketing Strategy of CodersTrust Bangladesh

The most significant part for a company or an organization is to come up with a solid marketing strategy because it refers to the overall business game plan for capturing the potential customer and establishing a profitable relationship with the customer towards the product.

In this part of the report, we discuss the superior topics of marketing activities of CodersTrust Bangladesh. So here we focus on the marketing mix of 7Ps and going to relate with different characteristics.

The marketing mix refers to a set of strategic or tactical tools marketing, business elements controlling, by which a company can produce a product or provide the service to a customer based on market demand. The product or service customer demand is full depends on how an organization or a company relates the marketing mix to present the product or service on a target market. It also helps a lot for making marketing research, planning, new strategy implementation, and find options about market targeting.

So for a successful firm or an organization, it is vital to create a successful marketing mix of the right product at the right price at the right time at the right place and most significantly with the right product promotion.

The CodersTrust Bangladesh generally provides services rather than the product, but we can call it a 'special product' because based on marketing theory service is also called a special kind of product.

The 7p's are involving with Product, Price, Place, Promotion, Process, Physical Evidence, and people. But the most important marketing mix are product, price, place, promotion. And rest of the 3 variables of this marketing mix is people, physical evidence, and process. The CodersTrust Bangladesh has also come up with a marketing mix with their products and services and all 4 important marketing mix discussions given below:

Product	Price	Place	Promotion
<ul style="list-style-type: none"> • Product Variation • Product Differentiation • Product Innovation • Product Elimination 	<ul style="list-style-type: none"> • cost recovery price • Resonable price • Price skimming 	<ul style="list-style-type: none"> • Distribution Channel • Direct sales • Indirect sales 	<ul style="list-style-type: none"> • Individieaul comunication • Mass comunication • Corporate Identity

PRODUCT:

For CodersTrust Bangladesh the product or goods are the most important part. The products are highly effective and beneficial for all types of students and corporate people also, basically the product of CodersTrust is providing various skill development training. The product of CodersTust Bangladesh is so attractive and effective and it comes based on customer preference. in this specific marketing mix element CodersTrust focus on its product variation, product differentiation comes with an innovative product, and the last one product elimination based on customer need. Students can get their products both online and offline.

Price:

The product price refers to the charge that is a place for a product, it also a major factor of product development because it was directly responsible for the company’s revenue., the product pricing depends on various components, like production cost, product target, segmentation, the ability of target market, Economy condition, competitor pricing, market demand, and supply, etc. CodersTust Bangladesh is always committed to providing the best quality product and services in the skill development sector, and also aware of coming up with competitive pricing, and this pricing makes CodersTrust achieve the huge market share of our country.

Place:

The place refers to how a customer is bought your product and where it is bought, in another way place refers to the availability of product at an expected place. The CodersTrust Bangladesh has 4 branches in Dhaka Bangladesh, the country headquarters locate in Banani, and the other three branches located in 3 different areas. Mouchak, Mirpur, Dhanmondi. The CodersTrust recently make a plan to enter into Chottogram. And also have the ambition to reach every district all over the country.

Promotion:

It is the most essential part of the marketing mix it refers to a profitable communication about the product with a potential customer, the communication must be effective enough so that the target customer becomes interested to buy the product. The success of a product highly depends on effective product promotion, there is a various way for product promotion, CodersTrust uses Tv Advertisement, conducting an event, BP activation, Conference, publication, social media and corporate advertising, billboards, etc.

- ✓ **Billboard advertising:** CodersTrust using several billboards all over the Dhaka cites, for billboard CodersTrust's target area are like university, official area its, and they frequently update their billboard based on the new course, new facility, discount promotion.
- ✓ **Social media Advertisement:** Today's most effective advertisement platform is social media, and CodersTrust uses this platform so well, they using several methods like Pop-up advertising, maintain pages, YouTube marketing, Instagram marketing, SEO, etc.
- ✓ **Television Advertising;** Still television advertising provides a mass engagement for CodersTrust Bangladesh, CodersTrust Bangladesh always try to publish eye-catching advertisement over different Tv channel for its product information.
- ✓ **Web Site:** CodersTrust Bangladesh has a well-optimized server for its website, and they provide every facility and service through its website and they frequently update its product information, discount details, contact number, etc. so this <https://CodersTrustbd.com/> web site also play a vital role for its promotion.

- ✓ **Events:** CodersTrust Bangladesh arranged different types of events for its customer engagement on different occasions and also in different institutions.

People:

For marketing any goods and product, people are the most essential part in terms of marketing management. It also ensures that employees of the company are interrelated with the broader marketing process. In CodersTrust Bangladesh the Business development team and Digital marketing team personnel assign for this job. The company has more than 100 personnel, they are working for different areas and zone of Bangladesh to represent the company. The marketing team is well trained for providing the best customer service and engagement with the company. The sales department always trying for keep maintain good relations with customers and also handle the sales of a company. They try to convenience the interested people by calling and invite them to visit and provide the face to face counseling about the service, opportunities, etc. If the customer agreed for taking the admission then the business team takes the course fee and starts the admission procedure.

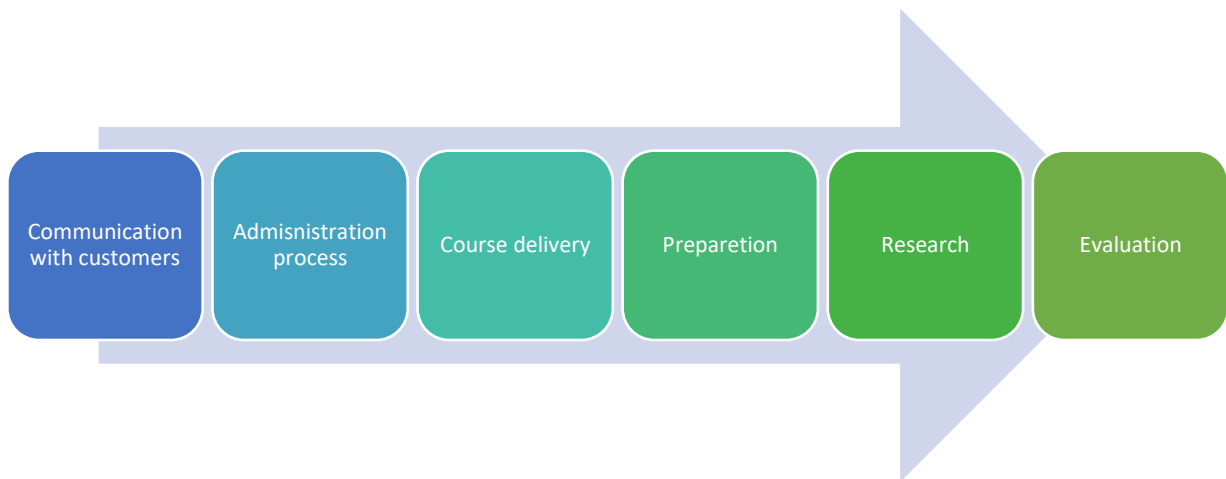
Physical Evidence:

CodersTrust Bangladesh is currently a leading IT company in Bangladesh. One of the most changing tasks is to make developing eye contact with customers for the product alternative through advertisement. For product attractiveness marker mainly focus on packaging. So there is a variety of product packaging one can be traditional and other one innovative. CodersTrust Bangladesh uses some of its product packaging technique, for attracting the customer. They provide branded T-shirts, Cup, Mug, Pen and many other staff. They also design their product in terms of various course packages, based on market demand. On the other hand, CodersTrust Bangladesh keeps focus on its service for this reason they take many initiatives, they provide highly skill full employees, develop the communication service, high-quality training, and teaching accessories, etc.

Process:

Process refers that how a service can be delivered to the customer in various activities. So there are different types of processes are available for delivering the service. For CodersTrust Bangladesh they have their service delivery process plan, it first starts with have

communication with customers or clients, administration and procedure, course delivery, preparation, research, end with an evaluation of the course.



There is another part of the process for extended selling combine, so various perceptions of the idea of method among the business and selling literature. Some see processes as a way to realize associate outcome, for instance - to realize a thirtieth market share a corporation implements a selling coming up with the method.

CHAPTER 05: Internship Experience (Job Insight)

Position, Duties, and Responsibilities:

I have done three (03) months as a Business development intern in CodersTrust Bangladesh.

At first, I was appointed for Mouchak Branch, later I worked for the Banani branch.

My responsibility was to manage the sales, prepared documentation, the admission process, making daily sales reports, etc. My main responsibility was selling the various skill development course to potential customers, and also responsible for their every support and need from CodersTrust Bangladesh.

Internship Training:

My internship training was conducted under my team leader Mr. Khairul Alom (Head of the Mouchak Branch), he supported me to learn how to convince the customer, how to improve my communication skill, also provide various ideas about sales strategy, and most importantly how to use ZOHO CRM software. I also got huge support from other senior business executive members of our team. They trained me for about the first 20 days from my joining after that they provided me the responsibility of client handling.

My contribution to CodersTrust Bangladesh department functions:

Sales service:

Here the main focus point is to sell the service to the clients upon their needs and providing all necessary information, this procedure can be done online or can be in offline. If any clients feel interested in taking admission, then I take initiative for the admission procedure.

Responsibilities for CodersTrust Bangladesh Business Development:

This department is the heart of CodersTrust Bangladesh, and my primary responsibility is to provide support and worked for this department. In my 3 monthly' internship period in this department, I have to present in my workstation at 10 am. And starts working after a morning meeting. And my daily responsibilities are given below,

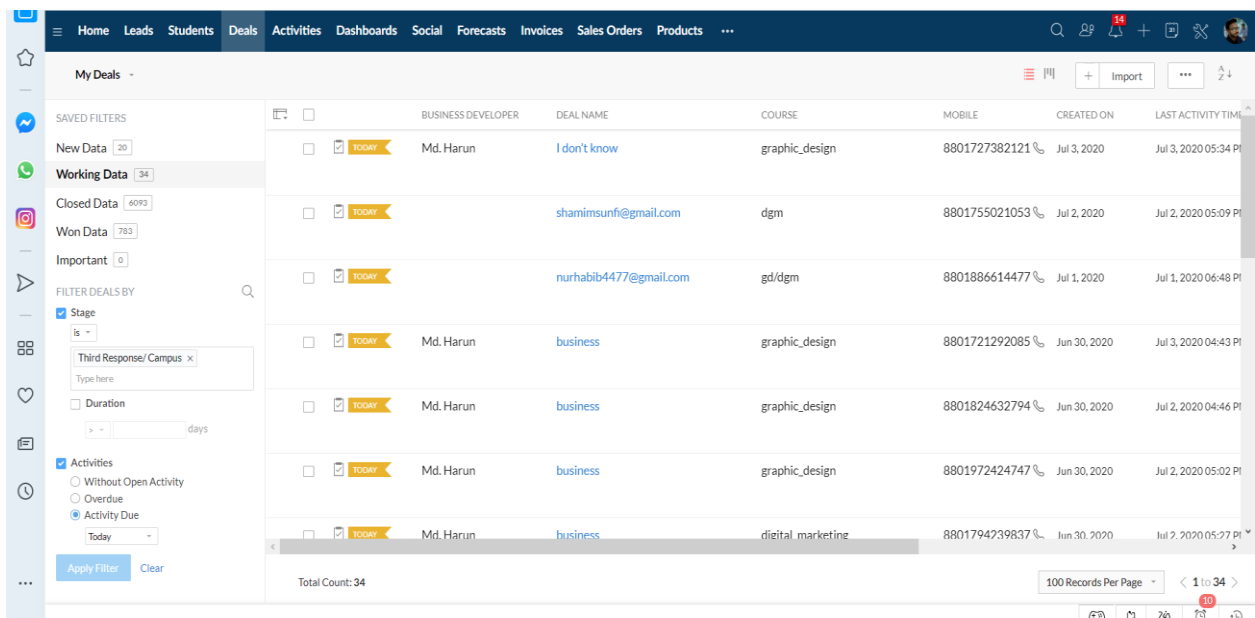
- ✓ Provide individual counseling to students and analyzing their interest levels.

- ✓ After analyzing student's interest levels try to drive them to purchase our service depends upon he/she needs.
- ✓ Used various technological terms and several online portals like Facebook, video content, Trello, Slack for working purposes and also to ensure customer problem-solving.
- ✓ For new sales come up with various freelancing discussion sessions with previous clients.
- ✓ Working with CodersTrust digital marketing team for generating new leads.
- ✓ Following up on previous leads.
- ✓ Tracking client's information through ZOHO CRM software.
- ✓ Analyzing data and upload client's data into ZOHO CRM.
- ✓ Making daily sales report.
- ✓ Making online presentations about daily sales and monthly sales reports to the top management of our company.

Data collection:

Our business development team is using ZOHO CRM software and in this software, we found all data is providing by our team leader and we make contact with every possible client for providing information and do necessary documentation if needed.

Here is the visual representation of ZOHO CRM software:



Making follow-up

After making contact with our clients, they provide a possible date to admit and we select that date on our follow-up list which reminds us to contact those clients.

Admission:

After getting payment from clients we start our admission procedure and adding section, time, clearance, and other data into the ZOHO CRM software.

Collaboration with student affairs team:

Our business development team also collaborate with the student's affairs team for ensuring the best clients service, if any clients face any problem in their training journey we helping them with the student's affair team.

Skill applied:

As we know that CodersTrust Bangladesh is a tinning organization so my responsibility was to convince people for taking any course for their skill development, here I used my marketing knowledge also my communication skill. My previous Excel skill also helped me a lot in my internship period for data collection.

The new skill developed:

ZOHO CRM software; Customer Relationship Management (CRM) is referring to an organized way of dealing with all the company relationships and interactions with customers and others. The main purpose of CRM is to make a significant improvement in trade relations, CRM is a system or a tool that helps sales management, contact management, productivity, etc. CRM solutions enable companies to centrally organize relationships with individuals throughout the lifecycle, including serving users, customers, suppliers, or colleagues, especially by finding

new customers, winning your business, and providing additional support throughout the relationship and service.

ZOHO CRM is one of the best software for managing CRM, this software devolved by an Indian Software development company named ZOHO Software. The main advantage of this software is we can have used its web-based CRM version to serve our clients. The main vital functions of this software are CRM contains purchase control, vendor automation, sales leadership, and communications management, sales channel management, etc. These tools are suitable for individual entrepreneurs, small and medium businesses. With the help of ZOHO CRM software, a company can able to track its sales volume, automated day-to-day business accountability, and tracking the customer at various levels.

In CodersTrust Bangladesh used this software for collecting and maintain all necessary information of clients from various sites and registration list and create a database in ZOHO CRM, such as;

- ✓ Collecting basic client's information like; name, contact number, email address, source name, etc
- ✓ Create individual CRM files.
- ✓ Can be updated information after any interaction.

In CodersTrust Bangladesh, I had to do documentation of all records provided by present and potential customers and CRM helped. Those are:

- ✓ Artificial intelligence
- ✓ Documentations
- ✓ Follow-up
- ✓ Data restore
- ✓ Fixing schedule
- ✓ Transaction record
- ✓ Agreement deed
- ✓ Customers information and demand

HERE IS SOME PICTURE OF CRM



Filter Leads By	Lead Name	Company	Email	Phone	Lead Source	Lead Owner
<input type="checkbox"/> Touched Records	Lezlie Craghead	Redeker	Lezlie-craghead@reedgead.org		Trade Show	Patrick Jane
<input type="checkbox"/> Untouched Records	Carissa Batman	Oh My Goodknits Inc	Carissa-batman@yahoo.com	555-555-5555	Advertisement	Patrick Jane
<input type="checkbox"/> Record Action	James Merced	Kwik Kopy Printing	James-merced@gmail.com	555-555-5555	Web Download	Patrick Jane
<input type="checkbox"/> Related Records Action	Tresa Sweely	Morlong Associates	Tresa-sweely@hotmail.com	555-555-5555	Trade Show	Patrick Jane
<input type="checkbox"/> Email Status	Felix Hirpara	Chapman	Felix-hirpara@cox.net	555-555-5555	Online Store	Patrick Jane
<input type="checkbox"/> Activities	Kayleigh Lacey	Printing Dimensions	Kayleigh-lacey@yahoo.com	555-555-5555	Partner	Patrick Jane
<input type="checkbox"/> Notes	Yvonne Tjepkema	Grayson	Yvonne-tjepkema@hotmail.com	555-555-5555	External Referral	Patrick Jane
<input type="checkbox"/> Campaigns	Cheryl Haroldson	Edward S Katz	Cheryl-haroldson@haroldson.org	555-555-5555	Employee Referral	Patrick Jane
<input type="checkbox"/> Lead Name	Theola Frey	Dal Tile Corporation	Theola-frey@frey.com	555-555-5555	Cold Call	Patrick Jane
<input type="checkbox"/> Company	Chau Kitzman	Creative Business Systems	Chau-kitzman@gmail.com	555-555-5555	Advertisement	Patrick Jane
<input type="checkbox"/> Email	Total Count: 10					
<input type="checkbox"/> Phone	10 Records Per Page					
<input type="checkbox"/> Lead Source	< 1 to 10 >					
<input type="checkbox"/> Lead Owner						
<input type="checkbox"/> Annual Revenue						
<input type="checkbox"/> City						
<input type="checkbox"/> Country						
<input type="checkbox"/> Created By						
<input type="checkbox"/> Created Time						
<input type="checkbox"/> Email Opt Out						
<input type="checkbox"/> Fax						
<input type="checkbox"/> First Name						
<input type="checkbox"/> Industry						

Home Leads Students Deals Activities Dashboards Social Forecasts Invoices Sales Orders Products ...

My Deals - Import

SAVED FILTERS

- New Data 20
- Working Data 34
- Closed Data 6093
- Won Data 783
- Important 0

FILTER DEALS BY

- Stage
 - is -
 - Third Response/ Campus x
 - Type here
- Duration
 - > -
 - days
- Activities
 - Without Open Activity
 - Overdue
 - Activity Due
 - Today

Apply Filter Clear

BUSINESS DEVELOPER	DEAL NAME	COURSE	MOBILE	CREATED ON	LAST ACTIVITY TIME	
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<input type="checkbox"/> TODAY	shamimsunfi@gmail.com	dgm	8801755021053	Jul 2, 2020	Jul 2, 2020 05:09 PM	
<input type="checkbox"/> TODAY	nurhabib4477@gmail.com	gd/dgm	8801886614477	Jul 1, 2020	Jul 1, 2020 06:48 PM	
<input type="checkbox"/> TODAY	Md. Harun	business	graphic_design	8801721292085	Jun 30, 2020	Jul 3, 2020 04:43 PM
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Total Count: 34

100 Records Per Page < 1 to 34 >

CHAPTER 06: Recommendation & Conclusion

Recommendation:

There is some basic recommendation for CodersTrust Bangladesh,

- CodersTrust Bangladesh should increase the number of courses that are demanding for the coming future.
- Increase their number of branches all over Bangladesh.
- CodersTrust Bangladesh should focus on in-house employee retention, for this reason, they should increase salary scale, provide more facilities for an employee.
- They should grab all opportunities according to SWOT analysis.
- CodersTrust Bangladesh should focus on the campaign in different universities and organizations to let people know about this.
- CodersTrust Bangladesh needs to invest more in advertising not only on social platforms but also in television advertisements also.
- Do market research frequently to know about customer needs.

Conclusion:

The objective of this report is to analyze the overall business strategy of CodersTrust Bangladesh. It starts operating in 2013 and start working in 2015 in Bangladesh.

CodersTrust Bangladesh is one of the leading freelancing ad skill development institutions in Bangladesh, we can say it's the best freelancing hub in our country. Its main motto is to develop a skilled nation and removing unemployment from the root of our country. While I start my internship and working as a sales intern in CodersTrust Bangladesh I experienced the work producer of commercial enterprise trend was a great opportunity for me. as I'm a marketing background this sales experience gives me huge confidence for my upcoming full-time corporate job and also learned many things in my internship period which were enjoyable, interesting, and challenging.

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