

**Report On**  
**Sales from Customer Relationship management (CRM) of**  
**Coderstrust Bangladesh**

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelor of Business Administration

BRAC Business School

BRAC University

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## **Declaration**

It is hereby declared that,

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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## **Letter of Transmittal**

Fabiha Enam

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Subject: Submission of internship report.

Dear Ma'am,

I am hereby submitting my internship report titled "Sales CRM of Coderstrust Bangladesh Ltd." for your kind consideration. The report has been produced with BRAC University standards in mind for the fall 2020 semester.

I have represented the results found in this report for the submission.

Sincerely yours,

Rezwana Alamgir

ID: 17104232

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Date: January 10, 2021

## **Non-Disclosure Agreement**

Id no 17104232, a student of Bachelor of Business Administration (BBA) program, BRAC

University, hereby declare that the presented report of internship titled “Sales CRM of Coderstrust Bangladesh Ltd. is uniquely prepared by me after the completion of three months’ work at Coderstrust Bangladesh Ltd.

I also confirmed that, the report is only prepared for my academic requirement not for any other purpose. The report does not contain any confidential or destructive information about the organization.

## **Acknowledgement**

My first thanks go to the Almighty Allah for giving me the patience, energy, strength and courage to complete the huge task within its deadline. Without his blessings and endorsement, this report would not have been accomplished. The successful completion of this report might never be possible in time without the help some person whose inspiration and suggestion made it happen.

I am especially grateful to my course advisor Fabiha Enam, senior lecturer of BRAC Business School, BRAC University for her support and guidance in giving me valuable knowledge and expertise to enable me to work on such a professional task. Her supervision time to time helps me to complete the report as flawless as possible.

I want to express my sincere gratitude and respect to my supervisor S.M. Towsif Ahmed Nishan for supporting me and giving the proper guideline of what to do during the internship period. I am very thankful to him as he gave his valuable time to instruct me different work. I am also thankful to my team members who have always encouraged me and helped me whenever I needed.

I also thank my parents and friends for giving me support and motivation in giving me the courage to complete this report. I express my gratitude to all those people who helped me by providing information and advice.

## **Executive Summary**

Customer relationship management (CRM) is not only a technological application, but it is also a strategy that can learn more about customers' needs and behaviors in order to build stronger relationships with them. In this way, it is more a business and marketing concept than a technical solution that effectively addresses the customer. In today's highly competitive environment, with so many products and services to choose from, customers are demanding, and loyalty seems to be a valuable thing. In just a few months from the moment a new product is launched on the market, the product or service suddenly becomes a commodity, which means that changing companies was very easy. Although the company may consider it, not all customers are the same. Other clients often do purchase, often buy new products and services, and can even be major influencers in their market. In this case, CRM helps prioritize sales and marketing efforts when dealing with different groups of customers. It allows companies to better anticipate the needs of their customers and thus meet their needs. The effective use of customer relationship management can also provide strategic benefits. Well-organized customer data helps companies choose the right recipients for promotions and new products. Additionally, CRM improves business efficiency by organizing and automating certain aspects of the business. From sales processes to marketing activities, business analytics, and customer data, CRM automates and streamlines these processes for businesses. This enables organizations to organize these processes into simpler and more understandable data. CRM software enables companies to optimize customer interactions. By simplifying and streamlining many of the more complex customer interaction processes, CRM can increase customer satisfaction. The study aims to analyse the concept of CRM and how Coderstrust Bangladesh, a training and skills development institute, manages its customer relationships. Finally, some suggestions are provided based on some proven areas that need to be improved to help CoderTrust Bangladesh recover their CRM practices.

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## **Chapter 1: Overview of Internship**

### **1.1 Student Information:**

Myself Rezwana Alamgir, ID: 17104232, a student of BRAC Business School, BRAC University. I am writing this report for fulfilling the requirements for completing my Bachelor of Business Administration Degree (BBA). I took Marketing as my major and Human resource as my minor subject.

### **1.2 Internship Information:**

#### **1.2.1 Period, Company name, Department, Address:**

I got a privilege to have a temporary employment for the 3 months internship program as a Sales - Intern of the B2C Business development department of renowned company “Coderstrust BD Ltd.”. I was subjected to report myself for work from 18th August – 17th November, 2020. I was assigned to work 40 hours per week on two campus of CTBD in Mirpur and Banani, Dhaka and sometimes work from home due to COVID-19 situation.

#### **1.2.2 Internship Company supervisor’s information:**

The name of my company’s supervisor is S.M. Towsif Ahmed Nishan who is also the Team head of Business development department in Dhanmondi Branch. With his support I have learned a lot about official issues arising in a company day to day and has helped me to gather practical knowledge about the company and their strategies.

### 1.2.3 Job Scope and responsibilities:

Internship activities in the company I was assigned to are as follows:

Customer Relationship Management (CRM) refers to many technical solutions that can help a company to manage communication with current and potential customers. Coderstrust BD Ltd. has also continued to use CRM with ZOHO software to attract former clients and retain students.

1. **Admit students:** As an intern my primary responsibility was to collect various student documents from the worksheet and update those data in the ZOHO CRM. Then contacting the registered applicants and students by calling them from their provided numbers and Facebook links. Interested students were kept on Follow-ups and the uninterested students were lead to fail in the ZOHO CRM software. We used to work specially on the interested students so that they can take the service from Coderstrust BD Ltd. and move forward. We were inclined to convince students for admission and learn the courses which Coderstrust provide. Then the interested students would pay the full entrance admission fee and take enrolment in the running courses. In this way we used to take admission of the students and reserve seats for them in the courses.
2. **Revenue Generation:** Our target was to generate sales and revenue through as many as admissions can be taken by proper consultation with the students. The more the admission, the more is the revenue income generated.
3. **Achieve sales target:** At the beginning of every month, interns and employee were given a particular target of sales amount which we had to achieve by the end of the month. To meet the sales target accordingly, the whole month was divided into 6 blocks with 5days each. As a result, the whole month target was distributed among each block and it would be easy to fulfill the monthly target. Depending on that, incentives was given if the monthly sales target was achieved by the whole branch and department.

## **1.3 Internship outcome:**

### **1.3.1 Student's Contribution to the company:**

Internship programs are initiated from the company so that students can gain some experiences. There are some paid internship programs and unpaid internships as well. Some internship programs are temporary 3 or 4month long jobs for the students and there are some internships where students become permanent as company employee based on their qualified performance. As the time progress, students get acquainted with the company's process, work and environment, thus makes a student idea candidate to employ. As an intern, we play a significant role towards contribution of the company. These are as follows:

#### **1. Reduce word pressure:**

Interns are the most energetic and fresh minded people. They significantly plays a vital role as an asset to the company. I was initially helping my team head. He taught me the initial steps of using ZOHO CRM. Stated with a simple task of making leads to making phone calls and ended by generating sales through admission in courses of Coderstrust. I was very much motivated and enjoying every bit of the work I was subjected to. I was happy to minimize the workload of my department. With the passage of time, I was able to gain more knowledge and become more efficient in the subject work.

#### **2. Efficiency:**

As a fresher I was always hungry and act foolish as I knew nothing. This helped me to learn more and I was always enthusiastic to work and look for more opportunities to showcase my skills. I was very much enlighten as I could contribute in the company by applying my skills at work. This kind of energy increases productivity in the company and improve workspace.

### **1.3.2 Benefits to the students:**

From beginning to the end, I have learnt a lot from the work line process of my internship. Every day at the work, new things came up with problems and we had to solve those and learn through the process. This increases the chances of our qualityful performance. Besides, I came across more

corporate standards, implications of labor law in work place. Dealing with diversified people from different sector and age, specially using my convincing power has become my forte. It enhanced my compassion, thinking ability, team working ability, flexibility, adaptiveness just as my aptitude. Moreover, I came across many new people and leaned their strategies and ways of learning. Hence, my internship program has helped me a lot to gain an experience for lifetime.

### **1.3.3 Problems face during the internship period:**

Since it is a private owned company it was a bit difficult to get data and information regarding the whole company history. Other than that, all my seniors and supervisors were supportive and helpful in every manner.

### **1.3.4 Recommendation for the future of company:**

Coderstrust Bangladesh is being benefitted to record possible prospect students, managing and recording current student's details, agreements and transactions, save suppliers and mentors information, can promote campaign and portal to customers and so on through ZOHO CRM. Some suggestions can be implemented:

- ZOHO CRM is a free online platform should also inspire and build credibility among others
- The organization should also include an introduction to its CRM system in the procedure of recruiting new employees. In this way, new staff will be able to learn to use CRM from the beginning
- They must consciously engage in a customer-centric business model
- Expansion of branch and campus all over the country
- Understand the current necessity of its customers more efficiently

## **Organization Part: Overview, Operations and a Strategic Audit**

The title of the report “The sales CRM of Coderstrust Bangladesh” was selected because Coderstrust Bangladesh uses the CRM software called ZOHO CRM which is an online customer relationship management software that offers benefits like as a clear operational strategy, mobile workforce, effortless team collaboration, lower customer costs and many more.

### **2.1 Introduction of the company**

Coderstrust was founded in Bangladesh in November 2013 and joined Grameen Bank in March 2015, where it began its work in Bangladesh. The aim is to link poor and marginalized people with school and the online job market, increase opportunities for higher-income jobs, and increase financial independence, especially among the young generation. Coderstrust is an organization run by highly trained and skilled coaches who are highly capable of providing university students with technical and social training so that students can develop their abilities and earn money through independent online projects. Additionally, Coderstrust places a high priority on its students and consumers, the organization uses to maintain its relationship with its consumer through ZOHO CRM software, which is very widespread among the other present CRM software.

#### **2.1.1 Mission**

- To be the best organization for technical consulting.
- To be the only service and help provider that is outsourced.

- To be the producer of cutting-edge technologies for a digitized nation to grow.
- To be an appropriate provider of education/training and guarantee savings in quality and expense.
- To be a provider of educational programs and world-class professional growth
- To make paying schooling affordable on the Internet and open.
- Skip the problems of unemployment.

### **2.1.2 Vision**

Coderstrust believes in the slogan of "learn a skill, earn a living" in a business and national growth. As a training center for skills growth in Bangladesh, the organization claims that investing in our young people's education is something that everyone will benefit from. The key dreams of Coderstrust include:

- To address the youth unemployment barriers with a successful presence in the local job market and numerous independent websites such as Freelancer, Fiverr, Upwork, PeoplePerHour, etc. that contribute online by working on their own to earn money in Bangladesh.
- Reducing barriers and rendering outsourced schooling, training and professional growth open to all ages and genders with high-income potential for financial advancement

### **2.1.3 Objective of the company**

The focus of Coderstrust Bangladesh is on the individual training of students from Bangladesh. Coderstrust relies on the following requirements to ensure the reliability of its students and participants and potential desire for employment:

- How to continue to function independently
- Why Freelance, Upwork, Fiverr are used
- How to make money in Bangladesh online
- How to get employment at Fiverr, Freelancer, Upwork
- How would you be a Bangladeshi freelance writer
- How to build an outsourcing profile and get approval as a freelance writer for Upwork
- How to make one work at home from home
- How to receive outsourcing work online in Bangladesh
- What are the courses with independent benefits
- What are the perfect places for freelancers
- Resolution of software on request

#### **2.1.4 Methodology**

The research design relates to the general technique I have chosen to rationally and logically assimilate the different study modules, so it means that the reader of the study can answer the research problem effectively.

##### **i. Research Type:**

The report was prepared using the exploratory analysis approach identified as the study used a discussion on CodersTrust customer relationship management that has not been explicitly addressed before. The study has also been prepared in order to help explain CodersTrust's latest CRM activities, but will not have definitive findings.

##### **ii. Data Collection Method:**

The data is obtained from primary sources and secondary sources. Here, for a particular reason, primary data is obtained explicitly by the researcher himself. In the other hand, secondary data is obtained for some other purpose from another or by an external source (e.g. the Internet) in another manner (but the researcher uses it for another purpose).

### **iii. Data Analysis Method:**

The relevance of the data was checked after gathering the information from any source, rational and empirical reasoning was closely tested by any portion of the data gathered or supplied so that no data could change the report's goals.

## **2.1.5 Scope of the study**

For any company, the reach of customer experience management is invaluable, since it encompasses all the operations, technology and techniques used by an organization to handle relationships with current and future clients. Its ambition is also the concept of customer relationship management: to build and sustain mutually advantageous long-term partnerships with strategically relevant markets. The aim is to generate value for the consumer and the business in the long run. Perceptions of the importance of consumer benefits, such as incentives or obstacles to withdrawal, which discourage alternate means of supply from being searched. The enterprises of today deal with different product products generated and supplied by all sorts of networks, partnerships, and connections. Customer satisfaction is important for the success of the company. A series of shifting industry dynamics made this transition from the traditional approach to selling rather than from a driven partnership feasible. First of all, rivalry is getting more extreme for the market. As trade barriers are eliminated and regional borders are redefined by existing and evolving trade blocs, the geographical advantage of local and national suppliers is eroding. The expectations of logistics management and delivery relationships are becoming more tacit as consumer access is increasingly less decentralized. Next, there is more fragmentation in the economies. We have gone from retail marketing in the more industrialized markets, often synonymous with the state of demand that exceeds availability, by market segmentation, to consumer marketing. This personalized marketing approach is focused on the premise that if the



value points are adjusted to suit their individual, maybe special, needs, clients will be more responsive and will talk more favorably by word of mouth. In addition, as their expectations of a trustworthy product and after-sales support are increasingly becoming extreme, consumer demand is growing. They are being much less accepting of mistakes and comparing their encounters with their category's best hopes. Modern CRM program is developed to satisfy all of these criteria and can also assist with more than just these sectors.

### **2.1.6 Limitation of the study**

The report's shortcomings are the challenges or complications faced by the research authors during the planning of the study. Limitations may vary according to different types of experiments, as no analysis is completely flawless or does not capture all potential elements, the author typically introduces his mistakes. In this report, I have found some shortcomings in the planning of the report. They are listed below:

- Within three months of my internship program, the report was made, but it was hard to plan such a big report in such a short period.
- The report is based exclusively on the customer record of the ZOHO CRM since Coderstrust does not encourage our clients to gather their input by calling or submitting emails.
- ZOHO CRM program is concurrently sold to too many businesses and CRM experience is used in numerous forms by various businesses. Using ZOHO CRM is a dynamic activity as well. Thus, all the forms to do sales CRM operations is difficult to explain.
- The accuracy of features that make a company benefit from ZOHO CRM. Focusing on all the pieces was challenging. The study therefore reflects, for the most part, on how CoderTrust Bangladesh manages its sales relationship with its future, established and new clients.

### **2.1.7 Significance of the study**

The findings of the study will rebound to the benefit of society considering that sales CRM plays a vital role in technologies today. The greater the demand of graduates with marketing background justifies the need of more effective and life changing teaching approach. This study will help and train others in a better way. It will also help them to uncover critical areas in their learning process of Sales. Thus, a new theory on learning Sales CRM maybe arrived at.

## **2.2 Overview of the Company**

Coderstrust Bangladesh seeks to turn the social issues of access to education and youth unemployment into "investable, timely".

Mr. Aziz Ahmad, a global business leader, founded CodersTrust. He is an American from Bangladesh. He aims to provide the public with applied education at an affordable price so that individuals can address conventional technical obstacles and ensure that local workers respond to global skill requirements and help them make a living by acquiring new digital skills. Together with Danish military captain and co-founder Ferdinand Kearwolf (Ferdinand Kearwolf), in the presence of Sir Richard Branson and Sir Morten Lund, operations were launched from Denmark in 2013. Centered on your own ideas and values, the production of IT skills can be done by anyone. Coderstrust has set an agenda to ensure that global skills requirements are addressed by the local workforce.

Coderstrust is headquartered in Copenhagen, Denmark. In 2015, Coderstrust started operations in Bangladesh after becoming aware of the outsourcing and developing countries' economic growth potential. Mr. Ataul Goni Osmani is the honorary country director of Coderstrust Bangladesh, Dhaka.

Currently, the institute has offices in 4 countries (Denmark, Bangladesh, the United States, and Kosovo), and 11 different countries in Europe and Asia (Bangladesh, Iraq, Jordan, Palestine, Malaysia, Bhutan, Kosovo, India, Poland) management project. , Honduras, and Kenya). In addition, Coderstrust is the only IT training center in Bangladesh that develops international skills.

Coderstrust currently offers 11 courses in Dhaka, Bangladesh. The institute operates in four branches in Dhaka, They are:

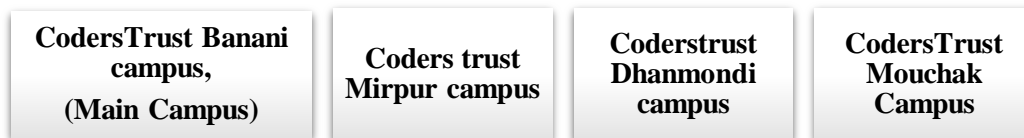


Fig 1 : Branch of Coderstrust BD Ltd.

Furthermore, Coderstrust is not only a technology business, but has always been dedicated to changing the way people in underdeveloped or emerging countries live and work. They see themselves as a collection of global designers and creators, mentors and teachers, architects and hackers.

It works similarly to any IT Institute of the Bangladesh and its purpose is to:

- Help talented members to participate in the best free international career sites by providing the guides, support and solutions needed to increase online learning opportunities in Bangladesh.
- By providing training services and learning materials for the development of international skills, we will improve the lives of the people we deserve to achieve financial independence and thus improve economic skills.

**Courses provided by Coderstrust Ltd. are as follows:**

<b>Graphic Design</b>	<b>Responsive Web Design</b>	<b>Advanced Web Development</b>	<b>Digital Marketing</b>
<b>Android App Development</b>	<b>Accounts Management System</b>	<b>WordPress Theme Customization</b>	<b>Content Writing</b>
<b>3D Game Development</b>	<b>Video Production</b>	<b>Advanced Excel</b>	<b>Business Communication</b>

Fig 2: Courses provided in Coderstrust BD Ltd.

Coderstrust Bangladesh Ltd. support individuals in self-development by offering the educational opportunity to help themselves add financial change to their lives. We do this by improving their technical expertise in Advanced Web Creation, Graphics Design, Professional Accounting, Digital Marketing on campus and online computer courses in Dhaka. The courses are paid and in that situation students and mentors gives highest attention in learning and teaching things.

## **2.3 Operations Management:**

Coders trust Bangladesh started their operation with little amount of people but day by day employees are increasing with the number of courses.

### **2.3.1 Team contributions:**

They form several teams based on work categories. Every team is helping hand for another team. They have focused to improve the organization's level.

- Organization culture

- Business develop team
- Consultancy team
- Department team
- Branch team
- Service delivery team
- Marketing team

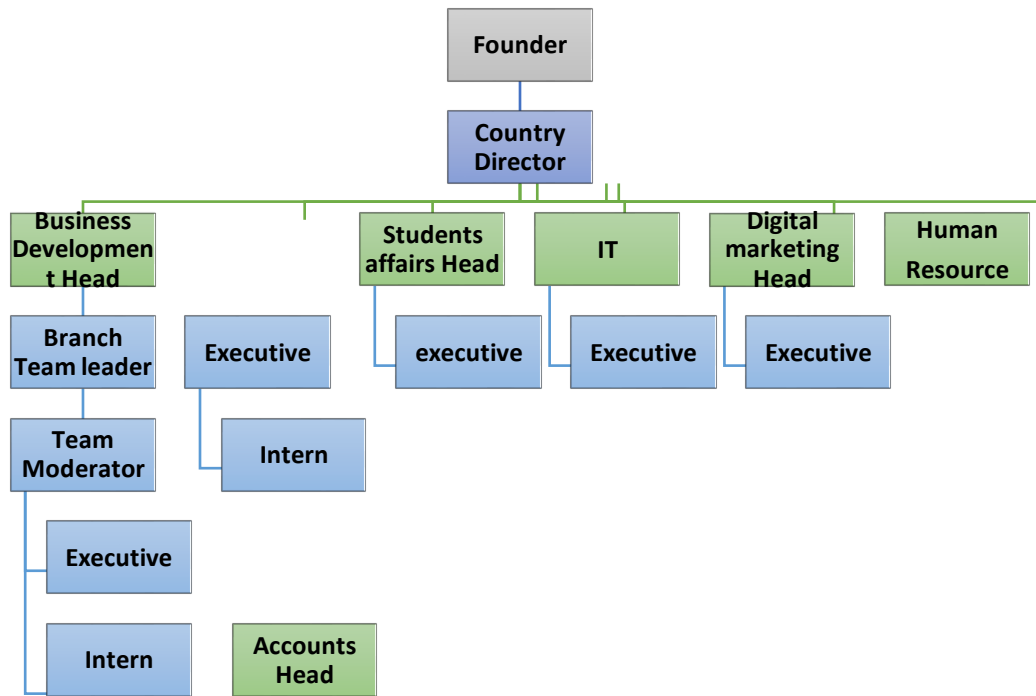


Fig 3: Chain of Command

### I. Business development department

The department of business growth is the most difficult department that coders trust in Bangladesh. Each employee of this department, along with other agencies, has to do several duties from their

job duties. They supply the prospective clients with both knowledge and guidance and must show that a person should provide appropriate explanations, material and facilities for a specific training. They have to do documentation all the information, financial statement and other according to customer's words.

## **II. Accounts Department**

This department oversees all sorts of financial difficulties for the group. This team helps Coderstrust Bangladesh confidence by supplying billing, pay, all sorts of financial statements, staff benefits, and so on. Every sort of admission and salary payments are accountable to accounts department.

## **III. Student's Affair Department**

Student affairs primarily work to maintain student entry, class schedule, and batch, provide a solution to all problems according to the demand of the student. They will supply students with an admission form and maintain a list of organizations and potential questions.

## **IV. IT Department**

The IT section often offers staff and students with interactive resources to smooth the process and activities, such as website solutions, alerts, operational assistance and others.

## **V. Digital Marketing Department**

Marketing is undoubtedly important for any organization and digital marketing contributes tremendously for the organization especially in this era. Our digital marketing team also doing the same thing for coders trusts Bangladesh. They are promoting the organization, providing Ads through social media and other online platforms where people can know about coders trust Bangladesh.

## **VI. Human Resource Department**

Human resource is heart of the organization. The maintain employees all activities, recruiting, leaving according to the rules and regulations of organization.

### **2.4 Industry & Competitive analysis**

#### **2.4.1 Specification of Industry:**

Coders Trust is a freelance training company where individuals can exchange additional expertise out of the box with others and can even raise income by service delivery. Trust coders also serve in the BB department where they provide training for operational workers. It also allows individuals in a particular field to improve their expertise.

#### **2.4.2 Size, trend, maturity of the industry**

Globally, the scale of coders' trust is huge, but coders' trust Bangladesh is a medium-sized organisation that grows day by day. The pattern is steadily growing day by day in Bangladesh. In Bangladesh, Coders Trust is very well-known as a freelance teaching company only because of its system of education and high performance ratio.

#### **2.4.3 External economic factor**

By offering service to other companies, large training centers will settle their company. Freelancers have been unrecognized in Bangladesh, but the present government has begun to provide their own identification as they contribute to GDP.

#### **2.4.4 Technological Factor**

In order to achieve something different, technical considerations are more critical. To do freelancing, people only need a machine to connect customers with an internet connection. In specific, freelance training companies know how to efficiently use technologies to produce the highest performance in a short period of time.

#### **2.4.5 Barriers to entry**

For the entrance of this sector people needs to be more skillful knowledge about the organization and big capital to settle down.

#### **2.4.6 Supplier & Buyers power**

In freelancing work relationship between supplier and customer are not visible. They contact through online, provide through online and also transaction happen in online. As coders trust is training organization they provide service through offline and online. Students can communicate any time over online or offline.

#### **2.4.7 Threats to substitute**

Around the world, freelancing is becoming popular. And day by day, the market is increasing. There are so many organizations seeking to stand together. The government is also assisting freelance institutions to reduce Bangladesh's unemployment. So, in the near term, it will be really competitive.



### **2.4.8 Industry Rivalry**

As freelance demand is increasing every day, so many companies are attempting to increase their market without ensuring consistency by adding many services. Good organisations are taking opposition positions against them over that. The organization of long-term partnerships should be dedicated to customers.

## **2.5 SWOT analysis**

The SWOT analysis (strength, vulnerability, chance, and threat) is a framework used to determine the competitive position of an organization and devise strategic strategies. Internal and external variables and present and future prospects are analyzed by a SWOT study.

In addition, the purpose of SWOT analysis is to have a reliable objective and a data-based view of the organization's successes and limitations, its strategies or units. To ensure reliable analysis, organizations must eliminate preconceived biases or grey fields, and instead rely on the real situation. It should be seen by companies as a reference, not as a formula.

Before determining a new strategy, Coderstrust Bangladesh can use SWOT analysis to assess the current internal and external position of the organization.

### **2.5.1 Strengths of Coderstrust Bangladesh**

Strength is the favorable traits or metrics and tools within the organization that foster good outcomes. The strengths of the organization are the instruments used to resist risks and lost opportunities, so the total meaning is important. Find out each functional field of the company, such as financing, development or logistics, marketing and human resource to make a full list of

benefits. The advantages are those characteristics of the business that can make them work more efficiently than the competition. The benefits of Codertrust Bangladesh are listed below:

- As a foreign company, apart from the training center in Bangladesh, Codertrust Bangladesh enjoys an outstanding reputation in other markets. It has a good executive team and individuals who can well handle personnel and clients.
- Codertrust Bangladesh has a higher success rate for students than other technical institutions in Bangladesh, as the company still ensures consistency and connectivity during the whole learning process. In many ways, consistency and usability have been retained, such as highly trained coaches, a good management committee, a strong student support system (e.g. student support group, talented ELMS, online student support 24/7, Facebook-based individual batch group, Success Stories group, blog, Facebook group), cooperation and collaboration with many local and global giants (United Nations Development Program (UNDP), Bank world, Robi Axiata, Rockefeller Foundation, Danida (Danish Ministry of Foreign Affairs, International Development Cooperation, etc.)).
- A very good support structure for students is provided by Codertrust Bangladesh. These systems include ELMS Talents, online student help 24/7, student support network, success story forum, forum, personal batch processing group focused on Messenger, Facebook group, etc. Different funding programs provide no hidden charges to students with different types of facilities. Plus, from an Internet laptop, everyone can reach Codertrust Bangladesh directly at any time, but often it's nice to spend time with classmates and freelancers. In order to build a physical room where students can gather and learn and gain money online, they have partnered with local colleges, training centers and even coffee shops.
- Bangladesh Codertrust, based on numerous requirements, has considered highly skilled tutors for various courses (online and offline). Bangladesh Codertrust claims that different criteria include: emergency work, technical competence and qualifications, a consistent description of each word in the sector, professional knowledge and professional success,

teaching and training experience consideration. Acquisitive, knowing the expertise of various angels, understanding the abilities of students at all ages, retaining limited formal preparation, knowledge and skills in a particular area, practical knowledge and long-term skills, are accredited according to global norms by business experts and act punctually for workers and students.

- Coderstrust is more than a technology firm. It's about people making life easier and improving the way people work. Coderstrust It is a network of advisors, analysts, builders, and students from more than 22 countries across the globe. By giving them the ability to financially enrich their lives through education, they help people help themselves.
- Coderstrust Bangladesh is an institution registered and approved by the Bangladesh Technical Education Board (BTEB), the technical education wing of the Bangladeshi government under the Ministry of Education.

### **2.5.2 Weaknesses of Coderstrust Bangladesh**

A company weakness is a capability or method that your company does not have yet must be reliable. Weaknesses restrict the ability of the enterprise to achieve its full potential. The vulnerability lies in a company's internal attributes and capabilities acting towards a good result. The drawbacks of Coderstrust Bangladesh are seen below:

- The main weakness of Coderstrust Bangladesh is its high turnover rate of workers, as the company mostly recruits many entry-level employees who do not intend to stay in their jobs for long. Any of your workers will stick with your business for the long term, and some will take up management roles. Others can appreciate working as a means of increased income for the long term or as a retirement job with low stress.
- The second biggest weakness of Coderstrust Bangladesh is the high dropout rate of students due to boredom, financial or family issues, school workload, etc.

- There is no promotion of any online service by Coderstrust Bangladesh. Via social media and other channels including Google Advertising etc, they are not really interested in digital marketing. They will help students with their present and potential online courses and resources and show the advantages of taking the course and using the online services.
- For teachers, there are limitations to taking several classes. To take the classes, students must have the requisite knowledge. Any courses with prerequisites are mandatory. What students need to know in general is the programming language to take a CodersTrust course.
- All the branches of Coderstrust Bangladesh are situated in Dhaka, Bangladesh. It is also hard for rural students to come to the city to join the association, abandoning their parents and their studies.

### **2.5.3 Opportunities of Coderstrust Bangladesh**

A market opportunity surrounding the selling or leasing of any product, service or equipment would enable the licensed purchaser to start a corporation. To put it plainly, a business opportunity is a commercial investment in packages that encourages the consumer to start a business. CoderTrust Bangladesh opportunities are described below:

- Currently, to test the general abilities of the citizens of this region, Coderstrust Bangladesh offers basic and intermediate courses in IT and industry. A higher or intermediate course level, as well as an advanced course at the current level, can be offered by the college. Since it is a global chain business, the company has the experience to grow this opportunity.
- Because of geographic and other variables, many learners are inaccessible on campus. For them, the training system can be strengthened by Coderstrust Bangladesh so that it can help everybody. In Bangladesh, the off-campus training system is unusual. So this is a perfect opportunity to spread the distinctive character of your company.

- Codertrust Bangladesh will soon be opening its numerous country-wide divisions. They have the potential around the world to represent their clients. Other online course providers do not have access to this service. So this is a perfect chance for this company to provide on-campus facilities.
- Codertrust Bangladesh is a place where students with great job opportunities will grow their careers. Codertrusts also come to Bangladesh with a variety of technical ventures and students have the ability to handle it with effective regulations. Via this opportunity, students obtain valuable career experience.

#### **2.5.4 Threats of Codertrust Bangladesh**

Threats are external elements (external to the organization) that can influence the efficiency of a company and undermine the effectiveness of the entity. A drop in corporate revenues will be the most significant effect. Sometimes, in addition to rivalry, an enterprise faces many challenges while coping with various issues. This reduces market opportunities or leads to lower profits. Potential threats to Codertrust Bangladesh are listed below:

- Bangladesh's number of training institutions is growing day by day. Some are privatized or nationalized by them. Therefore, in the days ahead, Codertrust Bangladesh is likely to have high pressure that could decrease benefit.
- Some of its students and students from other training institutions in Bangladesh receive unwanted feedback from Codertrust Bangladesh, which could have a strong negative effect on the organization's development.

- There is no respite from Bangladesh's economic condition. However, it is slowly increasing. The economic status of the expected public of Coderstrust is low. For this reason, there is an opportunity for the public to switch from Coderstrust Bangladesh to different brands. The company is already working on that problem and will hopefully be able to solve it soon
- The rules defined by the government must be followed by any foreign agency associated with the government. It would have a detrimental impact on the company if there is some improvement in these laws. Suppose additional VAT is placed on Codertrust Bangladesh by the government. Thus, because of the socio-economic situation in Bangladesh, it will be very difficult for Codertrust to meet this number.

## **2.6 Summary & Conclusion**

Coders Trust Bangladesh is a fast-growing freelance training company that was founded in 2013 in Bangladesh and began operating in 2015. Freelancing now has a massive appetite for additional earnings for individuals and creates jobs in a new way. As Bangladesh's unemployment rate is high, it is very difficult for a large number of people to get a job. They can work as a freelancer for any company or person from national or foreign, whether they can acquire any unique expertise or skills. That also benefits the people and also the government.

Coders Trust is aiming to create a forum for individuals to use their expertise and learn difficult skills to apply for a job. Trust coders are still concerned with their quality as an international agency. They are developing their methodology and course material for that reason. The success rate of people is relatively high among the contestants. Finally, I like to say coders trust has a multifunctional department that strives with the same aims in this study. I have learned many things that were fun, fascinating and demanding during my internship time.

## **2.7 Recommendation**

- The faith of Coderstrust will increase the number of courses that are challenging for the future.
- They can expand their divisions throughout Bangladesh so that people can get it easily.
- According to SWOT analysis, they should seize all opportunities.
- In various universities and organizations, sometimes they can campaign to let people know about this.

## **Chapter 3: Sales CRM of Coderstrust Bangladesh Ltd.**

### **Introduction to Sales CRM**

Consumer Relationship Management (CRM) is a mix of processes, techniques, and technology used by organizations during the customer life cycle to monitor and interpret customer experiences and data in order to enhance customer service relationships and to develop customer satisfaction and fuel growth in revenue. CRM networks gather customer information through multiple customer-business platforms or points of touch, which can include commercial websites, direct mail, video chat, internet, and ads on the network. Social. Social. CRM applications may also offer comprehensive information on consumer personal information, purchasing habits, purchase experience, and complaints to customer contact data.

The word "customer relationship management" was coined in 1995, and e-CRM vendors had already begun training by 1999 (CRM Software Blog). Over the years, though, the sense of CRM has altered a lot. CRM has eventually been a concept initially established and meant to strengthen customer support. It is tied to a full market plan today.

In comparison, the most productive way to build and sustain consumer connections is by CRM. Managing relationships with thousands upon thousands of leads is not easy for any company, but

there is technology to automate the CRM process, like most things in today's society. Companies also use CRM sales software to handle their clients and their individual interactions with each of them, where CRM software serves as a central portal to organize sales, marketing and customer support operations and streamline procedures, practices and entities on a single network.

Apprehending all the advantages provided by CRM software to a corporation, the title of the study "Coderstrust Bangladesh Sales CRM" was chosen because Coderstrust Bangladesh still uses CRM software called "Zoho CRM," which is an online customer relationship management software that offers various benefits to Coderstrust Bangladesh such as a clear operational strategy, mobile workforce, effortless team collaboration, lower cost of customer analysis, longer product lead time, data-driven corporate culture, customer engagement Simple end-to-end sales process extreme and use automation to collect all the information in one place.

## **Objective of Sales CRM**

The specific objectives of the report shows the core purposes for what the report is being prepared and analyzed on the title **“The Sales CRM of Coderstrust Bangladesh”**.

- To analyze Coderstrust Bangladesh and its internal, external business environment.
- To analyze the Customer Relationship Management of Coderstrust Bangladesh.
- To analyse the Zoho CRM software used by Coderstrust Bangladesh.
- To suggest recommendations to improve the use of CRM at Coderstrust.

It is important to understand the reasons for understanding CRM. It will help us talk about what to do next time we meet our customers. Customer relationship management software is a tool for organizing our contact information and managing relationships with existing and potential customers, current customer base, and other contacts.

As a marketing undergraduate, in many aspects, learning and using CRM tools may be useful. In general, CRM program is designed around relationships. They will allow us to identify all the contacts employed in the same company, as well as all the company's work-related news, and will show us the last person in the team who called them to introduce us. This will help us fully



understand the contacts and know exactly what to talk about the next time we meet or send someone an email.

In addition, since these networks are built to create personal connections, CRM software does not help to like and follow any of our customers' profiles on Facebook and Twitter. Our best option is CRM, and our internal network will help us understand partners, clients, and our team.

### **3.1 Methodology**

**3.1.1 Method of gathering Data:** Information from this study is obtained from a variety of appropriate sources. The data collection method can be divided into two large sections, depending on the data sources. Below, they are described:

- **Primary source:**
  - i. From formal and informal interviews with Coderstrust's customer relationship manager.
  - ii. From Coderstrust's personal work experience with CRM tools.
  - iii. From many weekly and monthly marketing revenue figures, magazines, and Coderstrust's annual report
  
- **Secondary source:**
  - i. From numerous communications papers written on the management of client partnerships.
  - ii. From reputed authors' web blogs.
  - iii. From the Zoho CRM website

#### **3.1.2 Types of Data**

Using qualitative data and sales CRM photos, the information is prepared. Qualitative information is represented here as estimated and characteristic data. It organizes and displays all data predominantly through the debate of some concept. It is possible to verify and report qualitative information and it is non-numeric in nature. This type of data is obtained by means of observation processes, individual interviews, discussion group management, and related methods. The

knowledge is also shown conveniently using image files to learn how the CRM app supports Coderstrust Bangladesh.

## **3.2 Findings & analysis**

The CRM system provides customer support staff with detailed information about the customer's personal information, purchase history, preferences, and purchase issues.

### **3.2.1 CRM Software**

The program for Customer Relationship Management (CRM) refers to any technical solution that can assist a corporation to manage contact between existing and prospective clients. Zoho, Salesforce, and HubSpot CRM provide few examples of pioneers in the CRM tech industry.

For a number of purposes, companies use CRM solutions. Initially, however, the CRM market was specifically targeted at advertising and public relations practitioners, and it offered a simple way to store data and track consumer messages. CRM applications currently include different fields of customer relationship management, marketing, analytics, collaboration and even light project management. Some CRM systems also have built-in chatbots and call functions, so sales representatives can communicate with customers directly from the system.

Even small firms can buy strong tools for CRM. This is primarily attributable to the availability of inexpensive SaaS technologies without the excitement (or solicitation) of massive app implementation programs offering many functions. An individual has a headache). The multi-

layered price environment and a lot of competition enable SMEs to use easy-to-use CRM to simplify customer relationship management.

### **3.2.2 CRM practices of Coderstrust Bangladesh**

The practice of customer relationship management is an integral part of the establishment of every company. Any employer can retain direct contact with target clients, simplify tactics and improve profitability through CRM exercises. CRM is a strong form of answer that will help to sustain the existing business position. To draw former customers and retain former pupils, Coderstrust Bangladesh also continued its CRM practice. Primary responsibility for the compilation and upgrading of different student records from the worksheet in ZOHO CRM. To bring documentation into Zoho CRM, the following procedures are taken.

- Collect basic details, such as your name, phone number, and email address, from Facebook customers and websites.
- ZOHO CRM brings the details in.
- Appropriate upgrading of student details
- In order to get redundant results, search the data.
- A green check mark is inserted in the student worksheet file if the data is not replicated.
- When you see duplicate data, correct it correctly.

After getting all the information correctly, the business developer will notify the sales manager. When the department manager verifies all customer data, he is authorized to work with these customers. After that, the responsibility of the business developer is:

- Message these clients first by calling registered clients on the website and on the Facebook page.
- Greet them properly and see if they are still involved in taking this course, so sign up.

- If the comments are negative, instead of asking about their preparation, they will mark them as uninteresting students in CRM and collect constructive comments.
- Ask them if they are eligible for our courses, after we have learned the preparation of the students, since most courses need detailed background information.
- Company developers tell them specific details about the course, but if these consumers have no interest in us, we introduce the success stories of CodresTrust to them and strive to give them courage.
- They were asked by the developers if they were interested in coming to our office so that we could better introduce the course and the business to them. They then made an appointment and instructed them to come to the office of Coderstrust Bangladesh.
- They would give them the best advice if they do not want to come to our office.
- Then our online and offline course fees are introduced to them.
- Finally, they have a few days to reflect and tell them that I will call them back to understand their decision.

We will give them the required consultation if students come to our office and let them know about the success stories of previous students and how they work in the freelance industry. Any students claim they have had economic difficulties and are unable to afford the entire admission fee all at once. After that, to fill in all their information by reference, students filled out the online application form along with their personal enrollment form. Place the statistical statistics on the list of winning deals and update them on the CRM after completing all the records and procedures, and provide them with an admission form to fill out, make a cash receipt, receive the admission fee and provide a receipt. In the final phase, places are reserved for newly enrolled students.

### **3.2.3 Use of sales CRM Software to improve customer relationship**

- **Extensions of the Zoho market**

Very few affordable SaaS CRMs offer many extensions and integrations, unlike Zoho. Zoho Marketplace strengthens the functionality of Zoho CRM by allowing Coderstrust Bangladesh to add free and paid extensions, many of which require no technical skills to implement. With extensions covering categories like IT and administration, finance, data analysis, productivity and marketing, Coderstrust Bangladesh can effectively create your own custom CRM.

- **Artificial intelligence**

Zoho CRM is one of the few SME-centric SaaS CRMs that provide artificial intelligence technology capabilities. "According to the company, Zia, Zoho's assistant owner of AI, offers "predictions about patterns, anomalies, conversions, and closing deals". Zia offers information about the best time to reach clients at an advanced stage or the final subscription schedule, sets automatic alerts for Coderstrust Bangladesh and analyzes the tone of customer emails to report the best answers.

- **Telephony**

Zoho provides one-click dialing straight from the CRM to ease call dialing and automated call logging. Any time a user views a contact card, once Coderstrust Bangladesh has incorporated telephony, he has the option to click to call. The telephony feature also has embedded reminders so that future reminders can be scheduled by Coderstrust Bangladesh and automated call logging simplifies consumer calls and contact history.

- **Documentation**

It is not a particular feature of CRM, but it is so complete, specific, structured, and simple to follow Zoho's online documentation that it counts as a special purpose. Detailed tutorials on how to download plugins, webinars, e-books, guides for administration and customers, integration guides, and an engaging online user group make it easy to find answers to technological and organizational challenges with Coderstrust.

- **Collaboration tools**

For small teams, Zoho CRM comes with perfect teamwork software. Audio, photographs, records, and videos are processed in the advanced document management system. Pass rights make it possible to lock and exchange sensitive information with certain staff members and certain products. For teamwork, the calendar functionality is also excellent; groups can exchange calendars and individuals can retain their address in CRM.

- **Portals for customers and suppliers**

Zoho CRM customer portals enable Coderstrust Bangladesh to communicate in a new way with its most precious customers. Without personally calling a provider, Coderstrust Bangladesh consumers who need access to customer portals may do stuff like browse product and service catalogs, display invoices, and order. Provider portals also allow the most trustworthy suppliers to connect with Coderstrust Bangladesh directly in CRM, as well as view invoices and transactions.

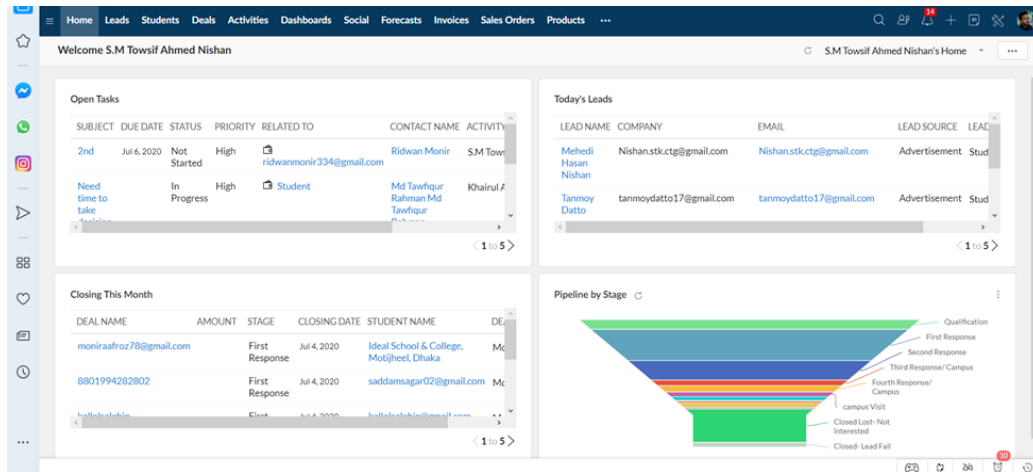


Fig 4: CRM home page of Team Head

- **Price book**

A negotiated price for the selling of goods to consumers is a price book. The rates can also vary according to the consumers, based on the terms decided. In the pricing table, you can show the unit price as the manufacturer-determined product price and the list price as the asking price. Moreover, it is possible to identify discount levels.

- **Campaign**

Zoho CRM provides a platform to organize and record the total cost of marketing activities. It allows you to mark different stages, correlate all activities, all events, import target contacts, and calls related to the Codertrust campaign. In addition, it provides a detailed view of all the marketing activities in which a single customer is involved.

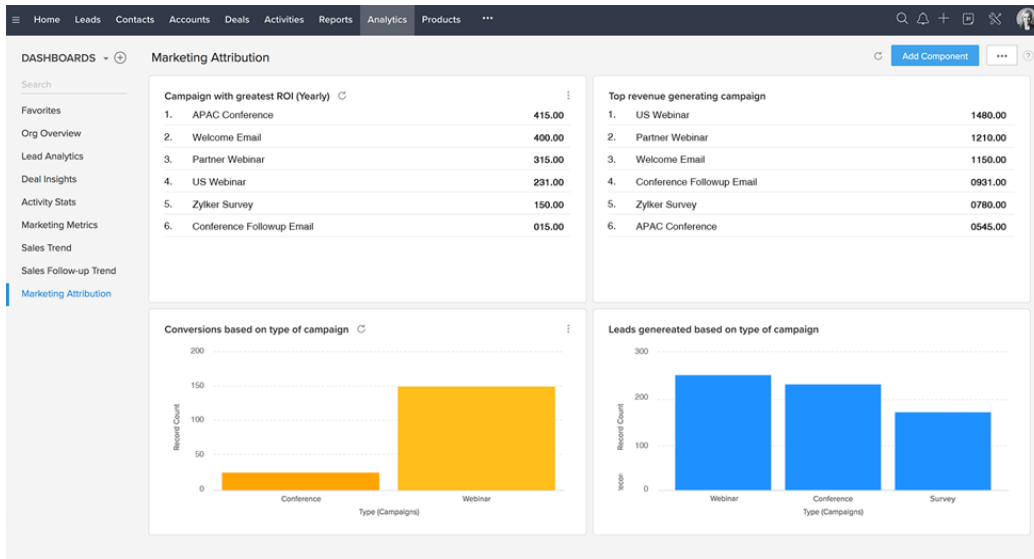


Fig 5: CRM marketing attribution

- **Agreements/Transactions**

Deals/Agreements/Transactions are commercial agreements with individuals (B2C) or with organizations (B2B) that generate real revenue for Coderstrust. Go through different stages of selling, such as analyzing demand, qualification, lead, value proposition, etc., before facing a real deal, loss, or win. Leads that Show Interest in Programmers Trust activities can translate directly into opportunities that represent leads.

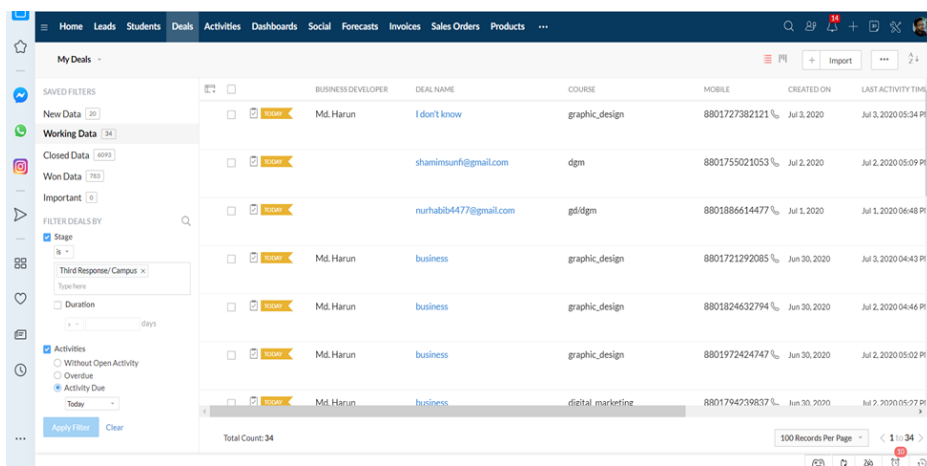




Fig 6: Deal section of CRM

- **Possible prospects**

For CodersTrust, the future or prospective customer list helps build business possibilities. This is approximate data gathered at trade shows, conferences, commercials, and other marketing events regarding people or members of organizations. Sales reps will be followed by executives, and they will become contacts, clients, and offers (opportunities) in Zoho CRM as qualified.

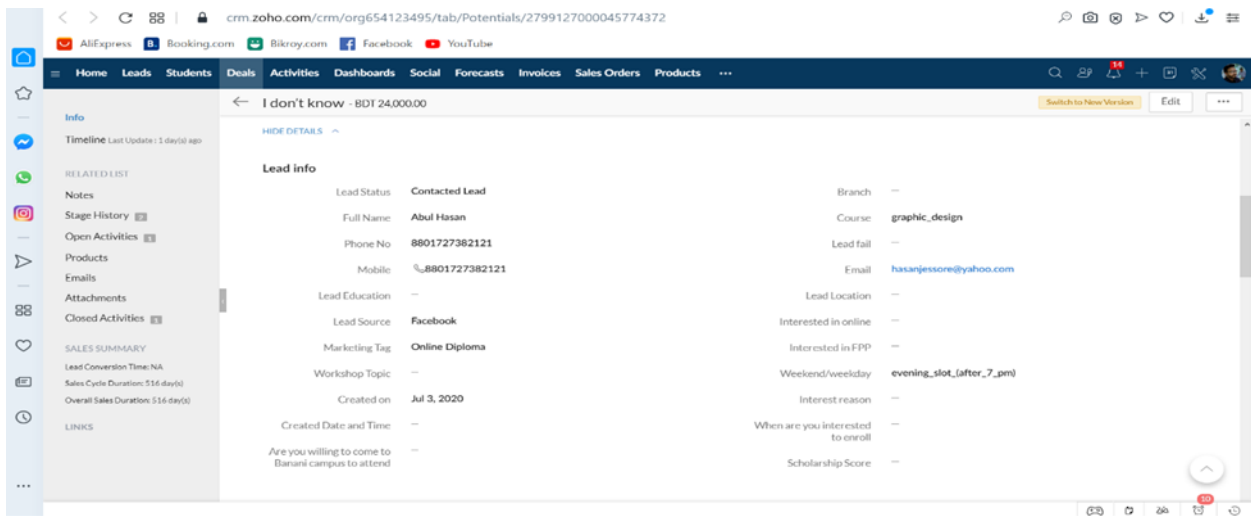


Fig 7: Student profile in CRM

- **Supplier Information**

Suppliers are companies, individuals, or contractors whom the Coders Trust trusts with products and services. Supplier details stored in Zoho CRM can provide sellers or suppliers with better visibility for future product purchases.

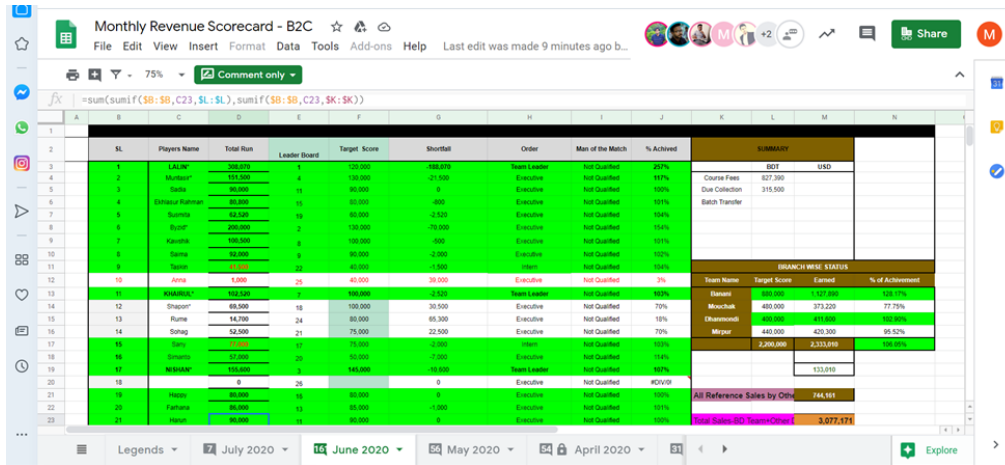


Fig 8: Monthly revenue scoreboard of Coderstrust BD Ltd.

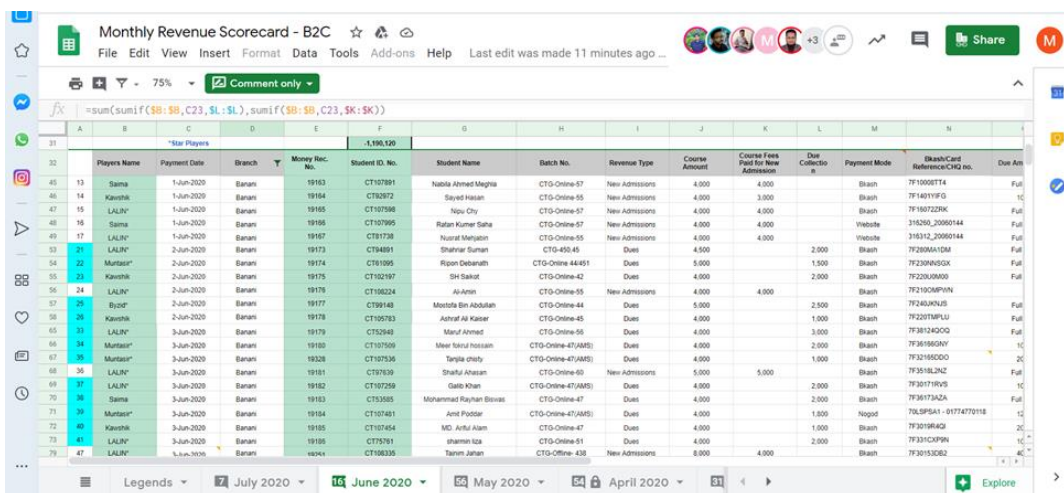


Fig 9: Student's admission update

### 3.3 Summary and conclusion

The aim of the internship report planning is to evaluate Coderstrust Bangladesh's sales CRM methodology. Zoho CRM software, which is online sales CRM software that handles sales, promotions, and service on a single CRM site, was found to be used by Coderstrust Bangladesh.

It encourages sales management, provides practical knowledge, interacts with social networks and makes team work simpler. Zoho CRM software is a cloud-based CRM system that offers complete mobility and access to a tailored application ecosystem. In addition, the study also includes the organizational profile of Coderstrust Bangladesh Limited and the SWOT analysis of the organization.

### **3.4 Recommendation**

We have found that the company uses Zoho CRM, an online sales CRM program that handles sales, promotions, and service on a single CRM site, after evaluating Coderstrust Bangladesh's Sales CRM. By using CRM tools online. Coderstrust Bangladesh is used to record future prospective students, maintain and record the data, agreements and transactions of current students. The following are some suggestions to improve the utilization of Zoho CRM software to get the maximum outcome from the online platform and to improve the Coderstrust Bangladesh's current market position.

- Since Zoho CRM is a free online forum that covers all aspects of an organization, not only must top management participate, but also, among others, encourage and create trust. Senior leadership drives the company's views and ethos, which is why their early engagement has a positive ripple impact on the entire organization. So their representatives should have Coderstrust on board!
- Jobs are all distinct from each other in terms of skills and expertise. Some people prefer to use a new method that is crisp and start using it immediately. On the modern way of operating, some are more critical. The CRM project manager would have rules on how these forms should be managed. That everybody wants preparation is something that both fans and critics sound like. Coderstrust Bangladesh can choose a provider's classroom type training, or they can assign a supervisor for the training. The organization should also include an introduction to its CRM system in the process of recruiting new employees. In this way, new staff will learn to use CRM from the beginning.

- Coderstrust Bangladesh needs to identify how the job procedures and customer requirements can change in order to effectively use Zoho CRM, the measures to be taken at each point of adoption, what the organization aims to do and how it can evaluate the operational priorities, and how the CRM will support the corporate development strategy. In order to make CRM an ideology, Coderstrust Bangladesh needs to modify. Adopting a CRM system like Zoho CRM means they decide to make developing and maintaining a strong relationship with customers their number one priority. In other words, they must consciously engage in a customer-centric business model.
- Coderstrust Bangladesh should take all the opportunities listed in the SWOT analysis, such as the expansion of branches throughout the country, the provision of new innovative courses, the aggressive promotion of courses on the social media platform can have a major positive impact on the company
- Throughout the sales cycle, Coderstrust Bangladesh has to follow client behavior. Gather the lead details on social media before the sales call to define the types of information they exchange across the networks. Sales reps need to know what content resonates best, how consumers press, what mobile devices they use to search content after the sales call. Once the organization has this level of information, it will not only understand the current needs of its customers but will also be able to anticipate future needs, refine its contents accordingly, and confidently plan for others approach.

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