

Understand E-Commerce and Build Your Online Shop

Course Code: ASKEC7

Course synopsis: Technology advancement has already changed the way how consumer purchase their daily necessity products or even luxury goods. Online transactions on goods has hit billions of records high every year with many new entrepreneurs emerging in the E-commerce businesses.

In this workshop, you are able to grasp the concept on how the E-commerce business operate. Learn the latest platforms available and understand what are the essentials knowledge need to sustain the E-business.

Course Objectives: At the end of this course, you should be able to:

- a. Understand Budgeting and Cost involved in E-commerce business.
- b. Learn how to do product sourcing from a few resources.
- c. Equip yourself to build a simple website & promote them on website.
- d. Learn the various platforms from Carousell, Lazada, Shopee & Qoo10.
- e. Build a sustainable E-commerce business model on a long term basis.

Course Outline:

- What You Need to Know Before Starting Your E-Commerce Journey in Singapore
 - Identify why you want to start your own business
 - Understanding what does it mean to have own website
 - Overview of Dropshipping
 - Overview of various platforms
- Planning Your Budget and Costs
- Product Sourcing on various Platforms
- Build Your Own Website
 - Choose between Shopify and Wordpress
- Build a landing page for promoting
- Promoting Your Website
 - Learn what makes customers buy
 - Basics of Social Media and what is SEO
- Learning the various Platforms
 - Carousell, Lazada, Shopee & Qoo10
- Trends to follow
- Build your own fanbase
- Customer Service Handling
- Building an E-Commerce Business for Long Term

Course Duration: 2 days (16 hours), 9:00am - 5:00pm

Course Fee: \$535.00 (Inc. GST) per participant

Course Date: Refer to Training Calendar <http://asktraining.com.sg/calendar>