

TRAINING PROVIDER	
Singapore Professionals' and Executives' Cooperative Limited	
COURSE INFORMATION:	
Course Title	Jump Start Your Own Fully Functioning eCommerce Store
Language	English
Course Duration	1 day (7 hours / 9am to 5pm)
COURSE OUTLINE:	
Course Overview & Objectives	<p>Faced with the rapid global, social, and marketplace changes transforming the nature of work, more people are looking to be their own bosses and be in-charge of their own futures. With the internet, many find that starting an ecommerce business is one exciting avenue for success.</p> <p>However, what do you need to know to start an ecommerce business that do well enough to generate revenue? The following factors will probably come to mind:</p> <ul style="list-style-type: none"> • Great website design • Top-notch customer support • A high-quality product image • Unique selling proposition <p>This hands-on workshop will take you from Beginner to Advance, regardless of current skill level, and provide guidance along with other tips that are essential to launch a successful online store with the Easystore app.</p>
Key Topics Covered	<p>This workshop will cover the following topics:</p> <p>Part 1 : Introduction to eCommerce</p> <ul style="list-style-type: none"> • How to choose a Product to sell • Understanding digital product and physical product • Determine your market size • Identify your target customer • Making yourself unique among competitors <p>Part 2: Setting Up Your e-Store</p> <ul style="list-style-type: none"> • Easystore: Initial Setup (<i>Domain name</i>) • Choosing the right Theme and easystore plan • Adding a product to your store • Customise your ecommerce website (<i>pages & categories</i>) • Setting up your shopping and taxes • Setting up your payment Solution (<i>Pre-register Paypal Account</i>) • Launching your store <p>Part 3: Operating Your e-Store</p> <ul style="list-style-type: none"> • How to process an Order • How to arrange for Delivery

	<ul style="list-style-type: none"> • How to create a Promo Code • Add On Integration – Channels and Apps
Learning Outcomes	This hands-on workshop will take you from beginner to advance level, regardless of your current skill level, and provide guidance along with other tips that are essential to launch a successful online store.
Learning Methodology	<p>The workshop is delivered in an interactive learning setting and offers the opportunity for trainees to practice their skills with hands-on exercises; trainer-facilitated group sharing and discussions of common issues and solutions; etc.</p> <p>Note: Participant are required to bring their own Laptop or Notebook.</p>
Who Should Attend	Ideal for business owners or any individual who desire to start an online eCommerce business.