

E-COMMERCE STARTER KIT

Do you know that over a span of five years, global E-commerce sales revenue has increased tremendously by nearly 300%? The great news is that anyone can be part of this phenomenon!

Learn to be your own boss and back it up with an innovative business model. Ease your way through the E-commerce store setup using Shopify. Walk down and plan your customer's online journey with us and be prepared to ace the marketing strategies and business operations involved!

Workshop Info

- 28 Hours Physical Classroom Learning
- 4 Hours E-Learning
- 2 Hours Assessment
- SkillsFuture Funding
- This workshop consists of 2 modules:
 - Business Model Innovation
TGS-2019503316 - Eligibility Period: 26/08/20 to 31/10/21
 - Product Management
TGS-2019503418 - Eligibility Period: 30/11/19 to 29/11/21



SCAN TO ENQUIRE

Workshop Fees

90% Funding

\$289.00

Singaporeans aged 40 above
or
Small Medium Enterprise

\$15/hr Funding

\$1,309.00

Singaporeans aged
21-39yrs old / PRs

Full Workshop Fee

\$1,819.00

All prices quoted is inclusive
of GST

Understanding Your Market

- Dropshipping 101
- Competitor analysis
- Business Model Canvas

Build Your Store

- Setting up your Shopify website
- Product photography
- Design and beautify your store
- Establishing a payment gateway

Market Your Products

- Finding your target audience
- Design a successful content marketing strategy
- Facebook Ads
- Google Ads Manager and Analytics

Operationalise Your Business

- Decentralized warehousing
- Managing inventory and demand-planning
- Utilising logistics solutions
- Managing customer returns

What Will You Learn?



What to expect?

- Identifying emerging trends in the e-commerce space
- Find the target customer for your product
- Build your e-Commerce platform on Shopify
- Applying marketing strategies for the e-commerce landscape
- Design an effective operational and logistics model

Workshop Outcome

At the end of this workshop, students should have a comprehensive technical understanding of running their store online with Shopify

Additional Info:

- Absentee Payroll : Claimable at \$7.50 per hour of training.
- All nett fees are claimable via : SkillsFuture Credit and PSEA funding.
- Learners are required to bring their own laptops for training. Rentals are available subject to availability.