

eCommerce Outline

Overview:

This is a special course designed to address unemployment in the youth. The course aims to achieve the above objective through hands on practical training delivery by a team of dedicated professionals having rich market/work experience. This course is therefore not just for developing a theoretical understanding/back ground of the trainees. Contrary to that, it is primarily aimed at equipping the trainees to perform commercially in a market space in independent capacity or as a member of a team.

The course therefore is designed to impart not only technical skills but also soft skills (i.e. interpersonal/communication skills; personal grooming of the trainees etc.) as well as entrepreneurial skills (i.e. marketing skills; free lancing etc.). The course also seeks to inculcate work ethics to foster better citizenship in general and improve the image of Pakistani work force in particular.

Weekly Course Outline Modules:

The proposed methodology for the training under reference employs motivation as a tool. Hence besides the purely technical content, a trainer is required to include elements of motivation in his/her lecture. To inspire the trainees to utilize the training opportunity to the full and strive towards professional excellence.

- Clear Purpose to convey the message to trainees effectively.
- Personal Story to quote as an example to follow.
- Trainees Fit so that the situation is actionable by trainees and not represent a just idealism.
- Ending Points to persuade the trainees on changing themselves.

For this purpose, they must be encouraged to inquire and collect specific information/data, actively participate in the discussions, and intended solutions to the problem/situation.

Course Outline will cover the following plans:

- 1. Week 1: Overview of eCommerce.**
 - a) Overview eCommerce industry
 - b) Benefits and Importance (eCommerce Software tools)
 - c) eCommerce management types exploring
 - d) Marketing and Support
 - e) Differentiate Business models
- 2. Week 2: Setup, Design and Customize DARAZ Seller account.**
 - a) Introduction, benefits and Creation DARAZ Seller Account
 - b) Introduction Seller Dashboard and Exploring Tools
 - c) Create effective Product listing practices
 - d) Customizing DARAZ Store front and Explore Brand Identity
 - e) Marketing Tools and Strategies Campaigns

3. **Week 3: Explore and Manage Amazon Seller Account (Pak Id).**
 - a) Introduction, benefits and Creation Amazon Seller Account
 - b) Introduction Seller Dashboard and Exploring Tools
 - c) Create effective Product listing practices
 - d) Customizing Amazon Store front and Explore Brand Identity
 - e) Marketing Tools and Strategies Campaigns
4. **Week 4: Setup, Design and Customize Shopify Store.**
 - a) Introduction, benefits and Creation Shopify Seller Account
 - b) Introduction Seller Dashboard and Exploring Tools
 - c) Create effective Product listing practices and SEO
 - d) Customizing Shopify themes and Explore Layouts
 - e) Marketing Tools and Strategies Campaigns
5. **Week 5: Setup, Design and Customize WooCommerce Store.**
 - a) Introduction, benefits and Creation WooCommerce Seller Account
 - b) Introduction Seller Dashboard and Exploring Tools
 - c) Create effective Product listing practices and SEO
 - d) Customizing WooCommerce themes and Explore Layouts
 - e) Marketing Tools and Strategies Campaigns
6. **Week 6: Manage Product Hunting, Listing or Sourcing Local eCommerce.**
 - a) Overview consumer demands and trends in local eCommerce for hunting and sourcing
 - b) Strategies and Techniques for local and global market research
 - c) Identify or Define Criteria evaluation, viability and profitability
 - d) Defining and Selecting Profitable Suppliers for local and global
 - e) Before launch, testing and validation of product
7. **Week 7: Manage Operations and logistics for Local eCommerce.**
 - a) Understanding and Selecting logistics process and Supply chain
 - b) Strategies for handling Inventory management
 - c) Overview and Strategies for Order processing in different business models
 - d) Define importance of customer support local and global
 - e) Strategies to conclude Performance analysis and metrics tracking
8. **Week 8: Manage Digital Marketing for Local eCommerce.**
 - a) Introduction and importance of DM in local and global eCommerce to target audience
 - b) Overview Social Media Platforms and Marketing plans or strategies
 - c) Importance of SEO (Keyword search, on-page, off-page) in eCommerce
 - d) Overview Email Marketing and Crafting effective Strategies or campaigns
 - e) Intro Advertisement local and global by effective social platforms and tools
9. **Week 9: Launch an online Store with 5 winning products.**
 - a) Launch 5 Winning products on Store
 - b) Keys to select and research Winning products on demand and Competition
 - c) Understand Sourcing the Supplier evaluation on (reliability, quality and shipping)
 - d) Step by Step guidance (Inventory, title, description, pricing, images) setting up an online Store
 - e) Plans and Strategies to reaching potential customers

10. Week 10: Create Freelancing Proficiency on Digital Platforms.

- a) Introduction to Freelancing Platforms (Upwork, Fiverr, Freelancing) Explore Services according eCommerce
- b) Guidance and Step by Step Profile Creation and Optimization by (Keywords)
- c) Understanding Client Proposals and effective Communication Strategies
- d) Project Management, organizing tasks and tracking time
- e) Securing Positive Reputation and get long term contract invoices

End of this Course Outline, Student Will be able to:

This course thus clearly goes beyond the domain of the traditional training practices in vogue and underscores an expectation that a market-centric approach will be adopted as the main driving force while delivering it. The instructors should therefore be experienced enough to be able to identify the training needs for the possible market roles available out there. Students will be able to start offline or online their business and apply strategies as they go through whole course listed below.

- 1) Define E Commerce and differentiate between conventional commerce and e Commerce with pros and cons.
- 2) Define types of e Commerce business models with popular examples.
- 3) Define Drop-Shipping, affiliate and MLM ecommerce models.
- 4) Explore top e-Commerce marketplaces.
- 5) Explore and manage DARAZ seller account.
- 6) Explore and manage Amazon seller account (with Pakistani ID).
- 7) Setup, design and customize Shopify store.
- 8) Setup, design and customize WooCommerce store.
- 9) Manage product hunting, sourcing, listing and marketing for local e Commerce
- 10) Manage operations and logistics for local e Commerce.
- 11) Manage Digital Marketing for local e Commerce.
- 12) Launch an online store with at least 5 winning products.
- 13) Create Freelancing Proficiency on Digital Platforms.



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