

TRAINING PROVIDER	
Singapore Professionals' and Executives' Cooperative Limited	
COURSE INFORMATION:	
Course Title	eCommerce 101: Start Selling Online Within 24 Hours
Language	English
Course Duration	1 day (7 hours / 9am to 5pm)
COURSE OUTLINE:	
Course Overview & Objectives	<p>Do you know that you do not need to build your own website to start selling your products and services online?</p> <p>Whether you are an aspiring entrepreneur, a brick-and-mortar business owner, or a group of professionals trying to expand your operations online, this eCommerce 101 will teach you how to get started within 24 hours:</p> <ol style="list-style-type: none"> 1. Deriving Your Product-Market Fit 2. Setting Up Your Digital Payments (Powered by Stripe) 3. Launching Your Online Store 4. Structuring Your Fulfilment, Returns & Refunds 5. Marketing Your Products via Channels <p>This basic workshop is an interactive and engaging session which will empower attendees to collect their first payment by the end of the workshop.</p>
Key Topics Covered	<p>This workshop will cover the following topics:</p> <p>Part 1 : Deriving Your Product-Market Fit</p> <ul style="list-style-type: none"> • Identify the pain-point/unmet need • Deriving your solution (Is it a product or service?) • Understanding the market size and customer segments • Positioning yourself in the competitive landscape • Pricing yourself to success <p>Part 2: Setting Up Your Digital Payments</p> <ul style="list-style-type: none"> • Setting up your Stripe Account • Understanding the difference between Payments, Payouts, Billings and Subscriptions <p>Part 3: Launching Your Online Store</p> <ul style="list-style-type: none"> • Setting up your products and catalogue • Finalising your pricing, discounts and incentive mechanisms <p>Part 4: Structuring Your Fulfilment, Returns & Refunds</p>

	<ul style="list-style-type: none"> • Packaging and shipping out your products • Completing your orders • Understanding how to manage returns and complaints • Processing refunds <p>Part 5: Marketing Your Products via Online Channels</p> <ul style="list-style-type: none"> • Using Meta Business Tools (Facebook, Instagram, WhatsApp) • Using Google Business Tools (Google Ads, etc) • Expanding to Social Commerce (e.g. Tik Tok)
<p>Learning Outcomes</p>	<p>This basic workshop enables budding aspiring entrepreneurs and seniors with zero or minimal knowledge of ecommerce to be able to start selling online by the end of the workshop.</p>
<p>Learning Methodology</p>	<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: Participants are required to bring their own personal Laptop or Notebook.</p>
<p>Who Should Attend</p>	<ul style="list-style-type: none"> - Freelancers & Independent Service Providers (e.g. Personal Trainers, Mobile Beauticians) - Home Businesses (e.g. cakes, pastries, handicraft, etc) - Brick-and-Mortar Business Owners with Retail Storefronts - Sales & Marketing Professionals - Anyone who aspires to sell online