Shopify Local and International eCommerce

Introduction

The Ecommerce Mastery with Shopify Certification is designed to provide the skill set for the eCommerce industry. Currently, eCommerce is booming worldwide. This certificate will help you to make an online store from the scratch for eCommerce. The students will be experiencing digital entrepreneurship and will be able to set up an online business from the scratch and will be learning to develop digital nomads with minimal investments. With an exclusive and efficient structure for planning, this certificate offers a setup and launching of a Shopify website; in a progressive system, to prepare students for a long-term successful eCommerce business. **Scope of the Shopify Certification**

It is well-suited for developers who are eager to get started or advance in the eCommerce revolution being led by Shopify. Ecommerce developers are in high demand as more people feel at ease making purchases online.

REQUIREMENTS:

- 18 years and above
- Basic knowledge and interest in entrepreneurship, start-ups and marketing
- Familiar with basic IT Skills

CURRICULUM:

Sr. No.	Contents
1	**INTRODUCTION TO LOCAL ECOMMERCE** • Understanding The Basics Of Ecommerce And Its Impact On The Local Market • Identifying The Potential Of Ecommerce In Pakistan • Recognizing The Challenges And Opportunities Of Ecommerce In The Local Market
2	**PRODUCT HUNTING FOR LOCAL ECOMMERCE** • Learning Different Methods Of Product Research And Selection • Identifying Profitable Niches And Products In The Local Market • Evaluating Competition And Analyzing Market Trends For Product Selection
3	**SOURCING PRODUCTS LOCALLY & INTERNATIONALLY** • Understanding The Process Of Sourcing Products From Local And International Suppliers • Evaluating The Reliability And Credibility Of Suppliers • Negotiating Prices And Terms With Suppliers

Sr. No.	Contents
4	**CREATING A STORE ON SHOPIFY & OTHER PLATFORMS** • Setting Up An Ecommerce Store On Shopify And Other Platforms • Understanding The Design And Functionality Of Ecommerce Stores • Customizing The Store To Reflect The Brand And Improve Customer Experience
5	**UNDERSTANDING SHIPMENTS AND OPENING COD ACCOUNTS** • Understanding The Shipment Process And Logistics Involved In Ecommerce • Setting Up Cash On Delivery (COD) Accounts To Cater To Local Customers • Identifying Reliable Shipment And Logistics Partners
6	**UNDERSTANDING ADVERTISEMENTS THROUGH DIFFERENT PLATFORMS** • Understanding The Role Of Advertising In Ecommerce • Learning About Different Advertising Platforms Such As Facebook, Google, And Instagram • Identifying The Target Audience And Designing Effective Ad Campaigns

Sr. No.	Contents
7	**CREATING ADS AND USING RIGHT STRATEGIES TO PROMOTE STORES** • Learning The Basics Of Ad Creation And Design • Developing Effective Ad Copy And Visuals To Attract Customers • Implementing The Right Advertising Strategies To Improve Store Visibility And Sales
8	**CUSTOMER DEALING AND EXPERIENCES** • Understanding The Importance Of Customer Service In Ecommerce • Learning The Skills To Handle Customer Inquiries And Complaints • Creating A Positive Customer Experience To Improve Customer Loyalty

Outcomes:

- Understand eCommerce and the Shopify platform deeply
- Setup of Shopify store from scratch
- Build a Shopify store with appropriate themes and outlook selection
- Integration of apps for Shopify performance
- Set up the domain name for online business
- Application of Social Media link with Shopify
- Set up payment gateways and order record keeping structure.

BENEFITS:

- Understand and apply website building using the Shopify platform.
- Ability to utilise Shopify for any industry eCommerce.
- Independent and laptop lifestyle through Shopify expertise
- Setting up a long-term brand with minimum investment
- Freelance as a Shopify expert.

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
Junior	60k- 70k
Mid-Level	70k- 150k
Advanced	150k- 300k
Freelancer	Depends on project

Affiliation & Collaboarations

PBTE

PSDA