

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	<p data-bbox="480 495 1203 533">INTRODUCTION TO LOCAL ECOMMERCE</p> <ul data-bbox="528 577 1390 790" style="list-style-type: none"><li data-bbox="528 577 1358 656">• Understanding The Basics Of Ecommerce And Its Impact On The Local Market<li data-bbox="528 667 1390 705">• Identifying The Potential Of Ecommerce In Pakistan<li data-bbox="528 712 1374 790">• Recognizing The Challenges And Opportunities Of Ecommerce In The Local Market
2	<p data-bbox="480 900 1305 938">PRODUCT HUNTING FOR LOCAL ECOMMERCE</p> <ul data-bbox="528 983 1449 1238" style="list-style-type: none"><li data-bbox="528 983 1422 1061">• Learning Different Methods Of Product Research And Selection<li data-bbox="528 1070 1449 1149">• Identifying Profitable Niches And Products In The Local Market<li data-bbox="528 1158 1422 1238">• Evaluating Competition And Analyzing Market Trends For Product Selection
3	<p data-bbox="480 1350 1458 1388">SOURCING PRODUCTS LOCALLY & INTERNATIONALLY</p> <ul data-bbox="528 1433 1458 1603" style="list-style-type: none"><li data-bbox="528 1433 1458 1512">• Understanding The Process Of Sourcing Products From Local And International Suppliers<li data-bbox="528 1520 1422 1559">• Evaluating The Reliability And Credibility Of Suppliers<li data-bbox="528 1565 1286 1603">• Negotiating Prices And Terms With Suppliers

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4	<p data-bbox="480 248 1246 327">CREATING A STORE ON SHOPIFY & OTHER PLATFORMS</p> <ul data-bbox="528 371 1453 629" style="list-style-type: none"><li data-bbox="528 371 1453 450">• Setting Up An Ecommerce Store On Shopify And Other Platforms<li data-bbox="528 461 1453 539">• Understanding The Design And Functionality Of Ecommerce Stores<li data-bbox="528 551 1453 629">• Customizing The Store To Reflect The Brand And Improve Customer Experience
5	<p data-bbox="480 741 1374 819">UNDERSTANDING SHIPMENTS AND OPENING COD ACCOUNTS</p> <ul data-bbox="528 864 1453 1077" style="list-style-type: none"><li data-bbox="528 864 1453 943">• Understanding The Shipment Process And Logistics Involved In Ecommerce<li data-bbox="528 954 1453 1032">• Setting Up Cash On Delivery (COD) Accounts To Cater To Local Customers<li data-bbox="528 1043 1453 1077">• Identifying Reliable Shipment And Logistics Partners
6	<p data-bbox="480 1189 1334 1267">UNDERSTANDING ADVERTISEMENTS THROUGH DIFFERENT PLATFORMS</p> <ul data-bbox="528 1312 1453 1525" style="list-style-type: none"><li data-bbox="528 1312 1453 1346">• Understanding The Role Of Advertising In Ecommerce<li data-bbox="528 1357 1453 1435">• Learning About Different Advertising Platforms Such As Facebook, Google, And Instagram<li data-bbox="528 1447 1453 1525">• Identifying The Target Audience And Designing Effective Ad Campaigns

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7	<p>CREATING ADS AND USING RIGHT STRATEGIES TO PROMOTE STORES</p> <ul style="list-style-type: none"> • 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	<p>CUSTOMER DEALING AND EXPERIENCES</p> <ul style="list-style-type: none"> • 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 & Collaborations

