

Digital E-Commerce Mastery

Introduction

This certification is specially designed for those who want to build digital startups in local or international markets. Entrepreneurs who want to build startups and/or those who want to come up with startup ideas, learn strategies and market their brand. If you are a service provider or want to provide business consultation services, this certification is for you.

In this certification, you will learn about eCommerce marketplaces, their potential, business cycle, product research and uses of tools, effective strategies for sourcing and logistics, order management & customer support, report handling, marketing & awareness through social media channels and most importantly, financial management of your business. Build your own online store in Pakistan or anywhere and begin your entrepreneurial journey to generate substantial income that brings change to your life.

Outcomes

After the completion of this course, students would be able to:

- Understanding eCommerce Marketplaces
- Build product hunting and product selection criteria
- Learn the effective ways of financial management of the business
- Build and run your store in Pakistan or anywhere in the world
- To create and market your product/brand

Benefits

- The Mentor Support (Face to Face & Online)
- The Upgraded Private Enablers Community
- FREE Access to Enabling Video Series (EVS v2.0) worth \$160
- Access to Enablers Product Approval System
- Chance to get approval of 1 product from the Mentor
- A chance to learn from eCommerce experts

Entre Requirements:

- This certification is created for beginners (Min. 16 years older) who are looking to either get started with eCommerce or improve their existing eCommerce businesses
- You should have a strong desire to build a Passive Income Business through eCommerce
- A computer with an internet connection
- You must have the proper mindset and be willing to take action

Curriculum

Sr. No.	Contents
1	Introduction to eCommerce Markets <ul style="list-style-type: none">• Concept Of E-Commerce• Difference Of E-Commerce Platforms• Business Cycle Of E-Commerce• Benefits Of E-Commerce Market VS Traditional Market• Introduction to Local eCommerce Store.
2	Introduction to Marketplaces <ul style="list-style-type: none">• Introduction• Amazon Business Models• Amazon Seller Central Walk-Through• Amazon User ID Handling
3	Amazon Product Research & All the latest Tools & Techniques <ul style="list-style-type: none">• Introduction To Product Research Tools• Category Analysis• Keyword Research• Product Research Techniques• Basic Patent Search
4	International, Local Sourcing & Logistics

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	<ul style="list-style-type: none"> • How to Find Suppliers On Ali Baba • How to Find Suppliers By Using Other Websites • Understanding Supplier Selection Criteria • Understanding Shipping Methods And Icon Terms
5	<p>Amazon Listing Creation Private Label</p> <ul style="list-style-type: none"> • How to Negotiate With The Suppliers • Understanding Amazon Logistics • How to Place An Order With The Supplier On Alibaba • Do's And Don'ts • How to Do Inventory Planning • How to Find Suppliers locally or in any other country
6	<p>Amazon Order Management & Customer Support</p> <ul style="list-style-type: none"> • Order Management and Customer Support • Shipment Plan • Customer Support
7	<p>Amazon Cases & Report Handling</p> <ul style="list-style-type: none"> • Amazon Cases • Negative Reviews and Negative Feedback Removal • Handling A-Z Guarantee Claims • Amazon Reports Handling • Amazon Trademark Brand Registry
8	<p>Advertising on Amazon</p> <ul style="list-style-type: none"> • Amazon PPC • Lightning Deals • Digital Coupon
9	<p>Product Launch & Rank</p> <ul style="list-style-type: none"> • What Is Launch? • What Is Ranking? • Different Methods Of L&R • Understanding Enablers Blitz Rank
10	<p>Financial Management of Your Business</p> <ul style="list-style-type: none"> • How To Do Profit And Loss For Amazon Business • How To Make Cash Flow Statements For Amazon

	<ul style="list-style-type: none"> • How To Submit Daily Reports To Clients
11	<p>Freelancing on Platforms & Organic through own Social Media Channels</p> <ul style="list-style-type: none"> • What is Upwork & Fiverr? • How to Create Upwork & Fiverr Account? • How to Communicate With a Foreign Client? • What to Charge the Client?
12	<p>Amazon FBA Wholesale Amazon FBA Wholesale</p> <ul style="list-style-type: none"> • Introduction To Amazon FBA Wholesale • Account Registration • Amazon Buyer Review • Software And Researching Methods For Amazon FBA Wholesale • Amazon FBA Wholesale Shipments And Calculations
13	<p>How to Have an Effective Communication Skills</p> <ul style="list-style-type: none"> • How to Communicate Efficiently • How To Present Yourself On Freelancing Platforms • How To Engage In Local And International Forums/Groups
14	<p>How to Have an Effective Presentation Skills</p> <ul style="list-style-type: none"> • How To Present Yourself In Front Of Clients • How To Prepare A Professional Presentation • What Should Be The Body Language While Presenting • How Should Be The Tone Adjusted In Presentations
15	<p>The first steps to start a Digital Startup</p> <ul style="list-style-type: none"> • Entrepreneurial Mindset • Ideation and Creativity for Startups • Work on your business name, contact number and address • Register your Business • Apply for provincial trademark in IPO • Select domain name for your website • 20 sample business ideas
16	<p>Understanding Your Value</p> <ul style="list-style-type: none"> • Define your Offerings • Define your skills • Define your network

	<ul style="list-style-type: none"> • Product/Service Prototyping • Market Testing and Call/Meet FNF
17	Develop your brand (Logos & Websites) <ul style="list-style-type: none"> • Create a Bio/Profile of business • Develop a price structure • Create and Design a logo • Develop website content • Create social media page
18	Marketing for Your Startup <ul style="list-style-type: none"> • Intro To Facebook Ads • Manage Ads And Campaigns • Track Your Performance • Decide Your Audiences
19	Google Ads <ul style="list-style-type: none"> • Introduction • Understanding Of Advertising • Advertising • Understanding Keyword Research • Create Campaigns • Understand Your Performance • Optimization
20	Where to Attract Your First Clients <ul style="list-style-type: none"> • Marketing Segmentation • Buyer Personas • AIDA Model
21	Templates to Develop Your Business Strategies <ul style="list-style-type: none"> • Lean Canvas Model • SWOT Analysis • Pirate Funnel • Marketing Mix • Marketing Funnel • Product-Market fit pyramid
22	Business Model

	<ul style="list-style-type: none">• Elements of Business Model• Business Canvas• Financial Forecasting
23	<p>How to Pitch Perfect your Business in front of Investors</p> <ul style="list-style-type: none">• Business pitching• Types of pitching• Prepare elevator pitch• Prepare Pitch deck
24	Final Assessments

Mode of Classes:

- On Campus
- Online