CHARLESMANN
ACADEMY

SkillsFuture Credit

UTAP
Union Training Assistance Programme

In partnership with

SingTel shopify

Creating an Online Store

Setup a Customised Ecommerce Store with Shopify

One Day Training Course

Course Outline

Having an online virtual ecommerce store has become a necessity in this modern age. And with solutions such as Shopify, the process to operate your own E-commerce website has become simpler and more resource friendly.

Without spending thousands from your budget, a comprehensive and flexible online store can be up and running in a very short amount of time, literally minutes, and all within a very affordable budget starting at less than RM50 per month! With extremely powerful features that allow you to control every aspect of your site, from uploading products to processing customer orders, Shopify is the ideal choice for ecommerce.

Launched in Canada in 2006, Shopify has quickly established itself as a leading platform when creating and operating online shops. With shops from brands such as Gatorade, Tata Group, General Electric, Pixar and Amnesty International, Shopify has achieved accolades and firm industry recognition as one of the most popular and widely used solutions today.

Our 1-day ecommerce training course includes facilitated interactive sessions and takes participants through the entire process of setting up an ecommerce site. Starting from the basics of creating and managing the virtual store, to looking at growing and marketing the business.

The training course will provide you with a strong foundation of the different facets that are required in developing a solid online business. By focusing on basics before moving up to cutting edge solutions, attendees will be able to decide how best to tackle this important online retail channel.

The training course lasts one full day starting at 9.30am until 6.00pm, and is inclusive of course materials, certificate, refreshments and snacks, along with complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will be able to:

- Create a secure and safe (SSL 128 bit) virtual store and make live on the world wide web
- Upload and manage new products along with images, descriptions and prices
- Set special promotions and discounts
- Create an efficient and smooth checkout system with preferred payment options
- Process orders and manage customers
- Dispatch product orders to customers
- View and analyse system generated reports
- Identify and install from a selection of over 250 apps to enhance your virtual store

Who Should Attend

- Entrepeneurs
- Business owners
- New start-ups

- Marketing professionals
- Business development staff
- Web developers

Course Programme

SETTING THE STAGE
- The E-commerce environment
- Understanding your customer
- The global and local competitive environment
- Signing up to Shopify and selecting your shop name
- Adding logos and selecting themes
- Customising your store look
- Domains and URLs

MANAGING YOUR STORE
- Introduction to the admin area of your store
- Creating menu categories and links
- Creating and adding new products
- Managing images
- Creating descriptions and adding other information to products
- Editing and amending product details
- Dealing with product options and variants
- Creating discount codes and promotional codes
- Adding payment gateways and delivery rates

MANAGING CUSTOMER ORDERS
- Introduction to the cart and checkout process
- Customising emails and notifications
- Receiving notifications of new orders
- Processing and dispatching orders
- Understanding records and customer information

ADVANCED FEATURES
- What is SEO (Search Engine Optimisaton) and why it is important
- Adding SEO elements to your store
- Marketing and advertising your store
- Implementing social media elements to your store
- Merging with Facebook
- Adding apps to enhance your store
- The future of e-commerce

Course Trainer

Abdul Awwal Mahmood

Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Effective Email Marketing
- Facebook for Business
- Mobile App Development for Business
- Search Engine Optimisation (SEO)
- Advanced Facebook Techniques
- Essentials of Image Editing

Registration Form

CHARLESMANN ACADEMY

CREATING AN ONLINE STORE Setup a Customised Ecommerce Store with Shopify

COURSE FEES: $300.00 per delegate

COURSE PROGRAMME:

9.30am:
Introduction

10.30am - 10.45am:
Morning Tea Break

12.30pm - 1.30pm:
Lunch Break

3.00pm - 3.15pm:
Afternoon Tea Break

9.45am - 10.30am:
Understanding Ecommerce and Selling Online

10.45am - 12.30pm:
Setting Up Shopify and Understanding Your Store

1.30pm - 3.00pm:
Adding Products and Processing Orders

3.15pm - 6.00pm:
Advanced Settings and Marketing Your Store

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	
COURSE DATE REQUIRED:	

	FULL NAME	NRIC	DATE OF BIRTH
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances.

Please print and email this form to: info@charlesmann.com.sg
Alternatively, please post to: Grandlink Square, 511 Guillemard Road, #B1-03 Singapore 399849

On receiving this form, we will email you a pro-forma invoice. Payment can be made direct into our OCBC bank account:
OCBC Bank, Account No. 6894 8672 8001
Charles Mann Academy Pte Ltd

* Dates and/or venues can change due to unforeseen circumstances.