

Platform2u.com Academy
2-Day Boot Camp E-Commerce Training Programme (CET)

● **Introduction of the programme**

A totally new and unique education for those who are gearing up to penetrate the e-commerce industry. Apart from getting to know the basic knowledge on all the important elements in e-commerce, you will also experience unique possibilities to apply what you learn to your own company or business. During this whole programme, each participant will work with an e-commerce project. You will have a mentor with expert knowledge throughout the whole education and have access to our knowledge-base library for continuous expansion and growth with the changes in the world of e-commerce. Concurrently, you will be trained and get help from experts for your operative work, which will support and facilitate your hectic situation as an e-commerce practitioner.

● **The objective of the programme**

The objective is to provide participants the knowledge and skills they need to analyze, plan, control and run their own online business through the various online marketing tools and case studies adaption. The aim is to give participants a basic understanding of all the areas of e-commerce. The programme will be a 2-day course, with different scope areas covered each day as shown in the **Course Content** below.

● **Learning Objectives**

After this programme, participants will have:

1. knowledge and a basic understanding about the background of e-commerce
2. knowledge about the customers' shopping cycle, shopping behavior, and what attracts your customers to buy online
3. an understanding about how the e-commerce mechanism works and what is needed in an e-commerce solution
4. Knowledge about how to expand and promote their webstore and product branding.
5. knowledge on how to operate an online business, internally and externally
6. knowledge on the various channels to interact and perform effective marketing in order to increase sales volume
7. basic knowledge on how payment solutions and logistics should operate and ability to handle critical situations like fraud and missing shipments
8. knowledge on the various methods of measuring and evaluating the results from their online store and convert the knowledge into getting customers to revisit their store.

● **Who should attend**

This programme is meant to help all SMEs and SMIs and individuals who has the intention to set up an online store, or those who already own an online store. This programme is also suitable to those graduates who are working in or going to work in e-commerce or internet industry.

● Course Content

Day 1

Module 1: The Basics

Basic understanding of e-commerce and what is needed to operate an online business. During this module, participants will learn on:

- Introduction to e-commerce
 - Why an internet business
 - What is e-commerce
 - E-commerce ecosystem Beginner Guide
 - Managing e-commerce business flow

Group Exercise:

- Understanding various roles as an e-commerce practitioner.

Tea Break

Module 2: Understanding the Fundamentals of Online Marketing

- Introduction to e-commerce platform
 - An overview of online webstore
 - An overview of online Backoffice
 - Introduction to effective marketing tactics (Insights, Adwords, FB Ad, etc)

Lunch Break

Module 3: Optimize and strategize your online business

In this module, we will provide you tools and knowledge to start your marketing campaigns and continue improving your e-commerce. Understanding your customers and performing valuable analyses are essential elements in increasing your profit.

- Strategy, Tactics and Marketing Approach
 - Comparing the various tactics and choosing the right one for your business
 - Top strategy to gain outreach to hot prospects.

Tea Break

Group Exercise:

- Applying strategies and tactics learnt into task work.
- Discussion work
- Individual homework of the day

Assignment of the day

- Group assignment: Using group webstore to promote product through effective Marketing Tools discussed during classroom.

Day 2

- Summary and recap on Day 1 modules
- Sharing of group assignment & QnAs

Tea Break

Module 4: Quick and easy techniques to build your IDEAL business

Part 1: Understanding the market

- Figuring out your business idea
- Analyzing the market and competition
- Finding the right and niche product
- Identify your target market

Lunch

Part 2: Putting it all together

Individual Exercise

- Planning your business website
- Finding a robust platform for your business
- Choosing the right domain name
- Understanding the power of copywriting
- Getting your product photo right
- Knowing the ideal marketing strategy for your business
- Make your business thrive

Tea Break

Conclusion and summary of the overall training
Certificate presentation, photo session

Assignment of the day

Individual assignment: Draft an online business plan for your company incorporating the lessons learnt over the last two days and present to the group.

● **Methodology**

***Time:**

Registration: 0800 – 0830

Training: 0830 - 1700

***Course Fee**

Claimable under HRDF / SBL SCHEME

HRDF Registration No : 2457

RM1800.00/ Pax

10% off for 2 pax and above

The fee includes 2 tea breaks, training materials & certificate of attendance.

CERTIFICATION IN TRAINING WILL BE AWARDED TO THE PARTICIPANTS UPON FULL ATTENDANCE AND ASSESSMENT RESULTS OF COMPETENCY.

Conclusion of the course

Throughout the course, we hope to establish a strong and necessary knowledge for all the participants in understanding the trend of e-commerce industry and the benefits that they can gain through this course. Apart from that, trainees will take back with them the required skills and tools that are available for them to stay ahead in this Internet driven era.

Through this education programme, we aim to boost up and encourage high-income and high-skilled SMEs and SMIs as well as the young workforce from graduates and youth.

TRAINING AGENDA

Day 1

0800 - 0830 Registration

0830 – 1030

MODULE 1: The Basics of E-Commerce

- Introduction to e-commerce
- Why an internet business
- What is e-commerce
- E-commerce ecosystem Beginner Guide
- Managing e-commerce business flow

Group Exercise:

- Participants will break into groups and discuss on the various roles as an e-commerce practitioner.

1030 - 1100 Coffee Break

1100 – 1300

Module 2: Understanding the Fundamentals of Online Marketing

- Introduction to e-commerce platform
- An overview of online webstore
- An overview of online Backoffice
- Introduction to effective marketing tactics (Insights, Adwords, FB Ad, Twitter, etc)

Group Exercise: Discuss and Plan the right marketing tactics to outreach your customer.

1300 - 1400 Lunch Break

1400 – 1530 Module 3: Optimize and strategize your online business

In this module, we will provide you tools and knowledge to start your marketing campaigns.

- Comparing the various tactics and choosing the right one for your business
- Top strategy to gain outreach to hot prospects.
- Sharing of successful marketing campaigns

1530 - 1545 Coffee Break

1545 - 1645 Group Exercise

Using group webstore to promote product through effective Marketing Tools discussed during classroom.

- Applying strategies and tactics learnt into task work.
- Discussion work
- Individual homework of the day

1645 – 1700 Feedback and review by facilitators

Day 2

0830 - 0845 Attendance registration

0845 - 1000 Presentation and Recap

- Summary and recap on Day 1 program
- Sharing and discussion session on group assignment

1000 - 1030 Coffee Break

1030 - 1230

Module 4: Quick and easy techniques to build your IDEAL business

Part 1: Understanding the market

- Figuring out your business idea
- Analyzing the market and competition
- Finding the right and niche product
- Identify your target market

1230 - 1430 Lunch Break

1445 - 1545

Final Exercise: Putting it all together

- Planning your business website
- Finding a robust platform for your business
- Choosing the right domain name
- Understanding the power of copywriting
- Getting your product photo right
- Knowing the ideal marketing strategy for your business
- Make your business thrive

1545 - 1600 Tea break

1600 – 1645

Present the Final Exercise incorporating the lessons learnt over the last two days to the group.

1645 – 1700

Conclusion and review by facilitators