Ecommerce Strategy

Create. Build. Sell online.

Course Description

Ecommerce has become the best and easiest way to sell your products. With an ecommerce business, you can sell whenever and wherever you want, without worries of maintaining a brick-and-mortar store.

While many want to try their hands at running or managing an ecommerce business, it can be difficult to know where to start. In this course, you will be guided from start to finish on building an ecommerce business.

From deciding on a product catalogue to creating a digital marketing strategy, this 2-day course covers everything you need to know to run a successful ecommerce business.

Led by an expert trainer and success in ecommerce, you will be closely guided through the process, using a mix of both theory and practical exercises. Trainees will leave this course understanding how to conceptualise a business from scratch, identify target audiences, and develop a strong brand identity, among other critical elements.

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Course Duration
2 Days
9.00am to 6.30pm

Learning Mode
Face-to-Face Classroom or
Online-Based Classroom (Zoom)

From **$386.10** (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

Business owners, marketing managers,
entrepreneurs, soloprenuers, and anyone
who is keen to set up an ecommerce
business.

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Course Highlights

In this course, trainees will learn:

- How to cultivate the state of mind, set up processes, and best practices necessary to develop and grow an ecommerce business
- Customer behavioural shifts between buying online and offline
- How to develop an online brand identity that resonates with the target audience
- How to craft an unique brand message for an ecommerce business
- The pros and cons between a brand.com or e-marketplace approach

- How to identify the strengths and weaknesses of various ecommerce platforms
- The importance of data privacy protection and how it affects an ecommerce business
- How ecommerce marketing works
- Ecommerce go-to-market strategies and channels available
- Ecommerce automation and how it can ramp up efficiency and productivity
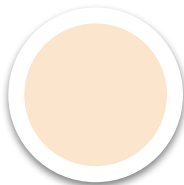
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Course Objectives

By the end of the course, trainees will be able to:

- Conceptualise an ecommerce business from scratch
- Identify and add trending products to the product inventory
- Define a target audience to market and sell to
- Conduct competitor analysis within the ecommerce landscape to devise competitive strategies
- Define and develop a brand identify and clear brand message for an ecommerce business

- Create a set of processes to operate an ecommerce business with minimal and streamlined resources
- Identify the right platforms to build an ecommerce business on
- Plan the setup of an ecommerce storefront and/or e-market place to facilitate the sales of products online
- Develop an ecommerce digital marketing strategy and go-to-market plan

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Certification

A SkillsFuture **WSQ Statement of Attainment (SOA) – E-commerce Campaign Management** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Ecommerce Strategy course assessment and achieved at least 75% attendance.

Course Outlines

Introduction to Ecommerce

Instructor-Led | Mode of Delivery (Lecture, Case Study, Demonstration and Modelling, Practice and Feedback)

- What is Ecommerce?
- The State of Ecommerce today
- Types of Ecommerce business models (e-retailing, physical and digital drop shipping, FBA, subscription/memberships, pre-orders, click and collect, social commerce, etc.)

Product Research and Creation

Instructor-led | Mode of Delivery (Lecture, Case Study, Demonstration and Modelling, Practice and Feedback)

- Physical vs digital products
- Supplier and product sourcing
- Determining market demand
- Competitor analysis
- Defining product unique selling points (USPs)
- Understanding cost structure
- Pricing strategy
- Budgeting and forecasting

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Course Outlines

E-commerce Management and Operations: End-to-end

Instructor-Led | Mode of Delivery (Lecture, Case Studies, Practice and Feedback, Demonstration and Modelling)

- Ecommerce environment (Platform, Hosting, Security, Data protection)
- Logistics
- Payment gateways and payment methods
- Shipping providers
- Service level and order fulfilment
- Customer service (pre-sale and post-sale support)
- Chargebacks and refunds
- Resource planning
- Policies, agreements and privacy regulations

Getting Your Brand and Products Online

Instructor-led | Mode of Delivery (Lecture, Case Studies, Practice and Feedback, Demonstration and Modelling)

- Getting your brick and mortar business online
- Online Marketplaces (Shopee, Lazada, Carousell, and other e-market places) vs a self-managed Online Store (Shopify, WordPress/WooCommerce)
- Online store planning and setting up your brand.com ecommerce storefront (site architecture, site design, product grouping, wireframing, buyers experience)
- Creating a brand identity and communicating your brand story
- Creatives: Photography, Graphics, Videos
- Defining ecommerce unique selling propositions
- Identifying the customer journey
- Business metrics and optimization plan

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Course Outlines

E-commerce Digital Marketing Strategy

Instructor-Led | Mode of Delivery (Lecture, Case Studies, Practice and Feedback, Demonstration and Modelling)

- Defining marketing campaigns
- Brand and Content marketing
- Loyalty programmes
- Bundles and promotions
- Affiliate and influencer marketing
- Email marketing
- Ecommerce Search engine optimisation (SEO) / search engine marketing (SEM)
- Digital advertising in paid media ads

E-commerce Digital Marketing Strategy (cont.)

Instructor-Led | Mode of Delivery (Lecture, Case Studies, Practice and Feedback, Demonstration and Modelling)

- Social selling (Facebook Live, Instagram Live, etc)
- Social media marketing (Social ads, Community engagement, Facebook, Instagram, Tiktok, LinkedIn)
- Marketing action plan and calendar

Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation

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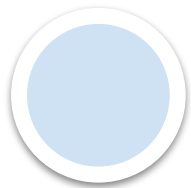
Trainer Bio
Alva Chew

Alva Chew is the founder and principal consultant of Stridec Worldwide, a digital marketing agency specialising in SEO and Ecommerce growth strategies to help brands and businesses acquire more traffic, customers and revenue. He has over 20 years of industry experience across multiple disciplines, including branding, eCommerce capability development, SEO/SEM, and social media advertising.

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Why Learn with Equinet?

Access recorded sessions of live classes
Replay parts of the course from your in-person or online classes. An excellent recap method.

Re-attend the course once within 3 years
Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.

3-year access to the courseware via our LMS
Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.

Post-training mentoring with industry experts
Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.

Lifetime access to community support group
Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

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Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens **40 years old & above**	**70%** SkillsFuture Funding	**S$386.10**
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders **21 years old & above**	**50%** SkillsFuture Funding	**S$584.10**
Company-Sponsored	**Eligible Funding**	**Nett Fees Payable (incl. 9% GST)**
Small-to-Medium Enterprise (SME) **21 years old & above**	**70%** SkillsFuture Funding	**S$386.10**
Non-SME **21 years old & above**	**50%** SkillsFuture Funding	**S$584.10**
Non-SME Singapore Citizens **40 years old & above**	**70%** SkillsFuture Funding	**S$386.10**

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to https://www.myskillsfuture.gov.sg/ to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at $10,000 per company.

Eligible for claim after course completion.

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at 6260 0777 and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials

"This is a great course for anyone who wants to understand the business structure of e-commerce and start a business. The course material is relevant and prepares me for my e-commerce adventures. The teacher is engaging and knowledgeable. Highly recommended."

Chia Swee Khiam, *Mind & Movement*

"I have learned a lot about ecommerce in very broad perspective and I hope that I could apply in my ecommerce business"

Lee Pooi Yee

"The course is well structured and the content is comprehensive. The trainer demonstrated a wealth of experience and shared anecdotes of real-life examples to illustrate different key points taught in class. Appreciate that the trainer was able to address the students' queries with thoughtful responses."

Ng Swee Ching

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Frequently Asked Questions

Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.

Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.

If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

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SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework E-Commerce Campaign Management | Course Code: TGS-2023021898 | Registry Period: 06 Jun 2023 - 05 Jun 2025