

# LET'S GO ONLINE SHOPPING AND SELLING

Do not miss capturing the online shopping rising trend for a second stream of income whether you work part time/full time or to take the advantage to transform your retail business that is declining in the current business climate.

SKILLSfuture SG  
ENTERPRISE CREDIT  
CAN COVER UP TO  
90%

SKILLSfuture SG  
CREDIT CLAIMABLE  
FOR SINGAPOREANS  
AGED 25 & ABOVE

## COURSE SYNOPSIS

Ecommerce was already in the fast-growing mode prior to the COVID-19 hitting the whole world. But the pandemic has resulted even more online purchases, generated additional sales of \$105 billion USD in US online revenue in 2020 and accelerating the growth of ecommerce by 2 years.\*

The course introduces the world of ecommerce, its ecosystem and objectives. Learners will learn to examine consumers online shopping behaviour, the do's and don'ts in online buying and selling. They will also be exposed to how to perform evaluation of various types of online platforms and online merchants to ensure the products and services are displayed to the group of right target audiences. It is essential to reach out to the right target audiences for products and services promotions, also building a pool of raving fans that will buy from you time after time.

## PROGRAMME HIGHLIGHTS

- Tips to look out for when buying online
- Find the best prices on Shopee and Carousell
- How to sell away your preloved items online.
- Learn to make online payment safely
- How to create and run your mobile online store



## LEARNING OUTCOMES

- Introduction to e-Commerce marketing and objectives
- Identify key elements of an effective campaign activities and messages
- How to reach your audiences effectively
- How to launch an effective e-Commerce campaign
- Examine consumers online shopping behavior
- How to build raving fans online with the use of data analytics
- Evaluate different types of online platforms and online mechanics
- Examine consumers online shopping behavior
- Consumer reviews and user-generated content
- Do-s and Don't-s in online buying and selling e-Commerce market share and business analysis

## WHO SHOULD TAKE THIS COURSE?

- Individuals who want to earn extra income through online selling
- Experienced and aspiring entrepreneurs who would like to explore the possibilities of e-commerce
- Start-ups, Retailers or businesses planning to build up online presence and sales

## COURSE DETAILS

LET'S GO ONLINE SHOPPING AND SELLING			
COURSE DURATION: 24 HOURS			
FULL COURSE FEES: \$690 (excl. GST)			
	SELF- SPONSORED	SME	NON-SME
<b>Singapore Citizens (Below 40y/o)</b>	<b>\$393.30</b> (Incl. GST)	<b>\$255.30</b> (Incl. GST)	<b>\$393.30</b> (Incl. GST)
<b>Singapore Citizens (40y/o and Above)</b>	<b>\$255.30</b> (Incl. GST)	<b>\$255.30</b> (Incl. GST)	<b>\$255.30</b> (Incl. GST)
<b>PR/LTVP+ (All Ages)</b>	<b>\$393.30</b> (Incl. GST)	<b>\$255.30</b> (Incl. GST)	<b>\$393.30</b> (Incl. GST)
<b>SkillsFuture Enterprise Credit</b>	N.A	Eligible companies can enrol	Eligible companies can enrol
<b>Absentee Payroll</b>	N.A	Fixed at \$4.50/Hour	Fixed at \$4.50/Hour

- Companies that are eligible for SkillsFuture Enterprise Credit can cover up to 90% (Capped at \$10,000)
- Trainees are eligible for Absentee Payroll fixed at SGD4.50 per hour (Capped at SGD100,000 per year per enterprise)
- SkillsFuture Credit Claimable for Singaporeans aged 25 & above

