

E-COMMERCE BOOT CAMP



Pakistan has exponential growth capabilities in terms of E-Commerce. There are many forms of ecommerce which includes:

- **Internet Retailing** (selling through website, Facebook, Daraz and OLX),
- **Cross Border Ecommerce** (selling to customers outside Pakistan with or without using Amazon and ebay as Platform) and
- **B2B ECommerce** whereby, trader sells in bulk, directly to the business like selling fruits or fish to restaurant whereby, they may order small portion daily with delivery time (JIT) or pickup advice

The boot camp is to unleash the insights into eCommerce and explore how it can be brought into action to benefit businesses and customers through disruption model.

Day 1 - Morning	Theory and Case Study about ECommerce	Concepts
Day 1 - Afternoon	Introducing the eco-system of eCommerce	Framework
Day 2 - Morning	Ecommerce lifecycle Register a Domain and Hosting (Live) Setup Webstore using Wordpress and Woocommerce	Setup
Day 2 - Afternoon	Setup Social Media Page Create first post and promote it	Promotion
Day 3 - Morning	Order Fulfillment, Shipment & Feedback	Logistics
Day 3 - Afternoon	Digital Marketing Media Plan Analytics	Digital Marketing Web Analytics



This 3 days session will give an insight to the participants on how to setup, promote, sell and retain customers. The bootcamp will cover hands-on training for 3 days with further 2 days (optional) for any support required for creative, programmer and ecommerce expert.

Investment

3 Days Bootcamp: Rs.22,000/-

(includes training material, lunch, refreshment, & certificate)

Domain and Hosting: At cost

2 Days Support (Optional): Rs.12,000/-

Trainer's Profile

Amin Lalani

MPhil in Marketing (Ecommerce) SAP Certified
MM-SCM Consultant
CEO, E-Tailing | Chief Editor for Internet Retailer.
Pakistan
VP Operation Navazon, USA
VP Operation EBIZTOOLS, Canada
Independent Cloud Architect and Solution
Consultant
Trainer at IBA (Digital Marketing & Ecommerce)

July 28-30, 2017

Friday to Sunday | 9:00 am to 4:00 pm

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