

eCommerce Fastrack

Digital transformation has empowered consumers more than ever before and businesses that adopt eCommerce will gain competitive advantage. To be successful in eCommerce, businesses need to understand how the digital ecosystem functions and the different sales & marketing elements that come together to drive the business. To ease the lengthy and oftentimes painful process, this eCommerce Fastrack programme is designed to help businesses gain acute insight into eCommerce and achieve rapid traction in the digital commerce route.

What Can I Learn?

- **Understand the components of a profitable eCommerce business**
- **Gain a holistic overview on how to research & tap on existing marketplace demand to identify products to sell locally, regionally and globally**
- **Get actionable advice on picking the right tools for product data and inventory management across multiple channels and marketplaces**
- **Use the right tools for “eCommerce technology stack”**
- **Onboard eCommerce, optimize product listings and drive sales on eMarketplaces**
- **Gain hands-on practice in selling more through integrated Social Media campaigns, email promotions and cross-selling**
- **Craft high-converting product descriptions, product sales videos, homepage content, FAQ pages and more**
- **Understand agency secrets to formulate, launch and scale search marketing campaigns to generate profitable eCommerce sales**
- **Set up a 360 measurement framework to measure and improve performance across website, operations and marketing channels**
- **Secure eCommerce site & payment gateway against threats and fraud**

Programme Fee

Total Fees (include prevailing GST)

Singaporean/ Singapore PR	S\$ 513.60
Singaporean 40 years and above	S\$ 193.60
Singaporean / SPR sponsored by SMEs	S\$ 513.60*
Others	S\$1,712.00

Notes

- Companies are eligible to claim Absentee Payroll and Productivity Innovation Credit (PIC). T&Cs apply.
- This programme is supported by SkillsFuture Credit for self-sponsored participants.

*Reimbursement of \$320 via SkillsConnect under Enhanced Training Support for SMEs.

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Digital Commerce Operations

In the rapidly changing retail landscape brought by digitalisation, being able to manage e-commerce operation efficiently is one of the critical factors of a successful retail business. Retailers need to satisfy the increased expectations of customers and at the same time, grasp and manoeuvre in the complexity of omni-channel delivery. This requires continuously re-evaluating and re-inventing the way the business operates.

To make optimal business and operational plan, business owners and e-commerce teams will require a 360 view of the e-commerce landscape and learn holistic operational functions critical to a successful online business.

What Can I Learn?

The operational aspects of an e-commerce store or business

- The performance indicators of an online business
- The components of a holistic online store
- The roles and responsibilities in an e-commerce business
- The start-up process of an online store
- Understand the various marketplace platforms
- Setting up an attractive store
- Key aspects of growing an e-commerce store
- The promotional tools of the different e-marketplace platforms
- Sourcing of products

The customer service aspect of an online business

- Understanding online customer buying process
- Techniques to handle online communication with customers
- Knowing seller's responsibilities

Programme Fee

Total Fees (include prevailing GST)

Singaporean/ Singapore PR	S\$ 513.60
Singaporean 40 years and above	S\$ 193.60
Singaporean / SPR sponsored by SMEs	S\$ 193.60*
Workfare Training Support (WTS) Recipient	S\$ 113.60
Others	S\$1,712.00

Notes

- Companies are eligible to claim Absentee Payroll and Productivity Innovation Credit (PIC). T&Cs apply.
- This programme is supported by SkillsFuture Credit for self-sponsored participants.

*Reimbursement of \$240 via SkillsConnect under Enhanced Training Support for SMEs.

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Digital Commerce Visual

Human are visual beings. Visual content enables customers to absorb and remember your brand better. It is more effective than any other form of communication. Marketers who use visual marketing tend to reap higher returns in terms of fans, followers, readers, leads, clients and, of course, revenue. Through this Masterclass, participants will develop a good understanding of visual marketing for Omni-commerce; applicable to both entrepreneurial and marketing operation with practical hands-on applications and case studies.

Participants are required to bring a laptop for in-class photoshop practical. (Photoshop software will be provided for training purposes).

What Can I Learn?

- **Understand how to create one click visual marketing to drive Omni-commerce**
- **Understand the role of visual merchandising for an online store and category**
- **Design store visuals (such as brand, logo, layout, font, and colours) with different common photography tools, photo-taking skills, and storing images**
- **Drive effective visual marketing through well define customer personas, setting your visual direction and navigation pathway**
- **Systematic plan and implement process for effective visual marketing**

Programme Fee

Total Fees (include prevailing GST)

Singaporean/ Singapore PR	S\$ 385.20
Singaporean 40 years and above	S\$ 145.20
Singaporean / SPR sponsored by SMEs	S\$ 145.20*
Workfare Training Support (WTS) Recipient	S\$ 85.20
Others	S\$1,284.00

Notes

- Companies are eligible to claim Absentee Payroll and Productivity Innovation Credit (PIC). T&Cs apply.
- This programme is supported by SkillsFuture Credit for self-sponsored participants.

*Reimbursement of \$240 via SkillsConnect under Enhanced Training Support for SMEs.

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Building Your Digital Business On Alibaba.com

(By Alibaba.com Global e-Commerce Talent Certified Trainers)

With the increasing demand for cross-border trade brought about by China's One Belt One Road initiative, huge opportunities await businesses to reach out to international buyers on global marketplaces. Chinese ecommerce giant Alibaba.com offers you an extensive global e-Marketplace to ride on the massive global demand and maximise your business opportunities for your brand.

Understanding the e-commerce trends, the outlook of eWTP (Electronic World Trade Platform) and big data in customer engagement is important in determining the success of your business in a global e-Marketplace. This programme is taught by Alibaba.com's certified trainers. It aims to equip businesses with the knowledge and skills to embark on the global e-Marketplace Alibaba.com to supply your products to international buyers.

What Can I Learn?

The 4-day programme comprises of the following:

E-commerce

- Interpreting E-Commerce Trends
- Understanding Cross Boarder Platform - eWTP
- Case Study

International Business Environment

- Using Key Elements of International Trade
- Customer Prospecting
- Learning how the China Market Works

Using the Alibaba Platform

- Using the Alibaba.com interface and Working Principles
- Posting Product & Content Management
- Attracting the Right Customers

International Business Marketing

- Doing Market Research with Big Data
- Customer Relationship Management
- Building Your Brand through E-commerce

Programme Fee

Total Fees (include prevailing GST)

Singaporean/ Singapore PR	S\$1,284
Singaporean 40 years and above	S\$ 484
Singaporean / SPR sponsored by SMEs	S\$1,284*
Others	S\$4,280

Notes

- Companies are eligible to claim Absentee Payroll and Productivity Innovation Credit (PIC). T&Cs apply.
- This programme is supported by SkillsFuture Credit for self-sponsored participants.

*Reimbursement of \$800 via SkillsConnect under Enhanced Training Support for SMEs.

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Amazon Web Services Business Essentials

Many industries are already benefiting from cloud technology. Retailers too, regardless their size, will have a big gain using it. From reduction of IT costs, improvement of the overall business process to provision of a great experience to their customers, the cloud-based technology is set to revolutionize the retail industry. Transforming retail businesses become less complicated and achievable with the help of cloud based technology.

In a fast-changing business landscape and constant evolving customer behaviour, moving fast is not enough. Moving in the right direction is perhaps more important. Cloud offers convenience, flexibility, and scalability. Gain first-mover advantage through our masterclass.

What Can I Learn?

- **Identify the values and benefits of the AWS cloud**
- **Recognize the valuable ways that the AWS platform can be used**
- **Understand the robust security capabilities, controls, and assurances in place to maintain security and data protection**
- **Articulate the financial impact the AWS cloud can have on an organization's procurement cycle, cost management, and contracts while minimizing risks associated with consumption based pricing models**

Programme Fee

Total Fees (include prevailing GST)

Singaporean/ Singapore PR	S\$240.75
Singaporean 40 years and above	S\$ 90.75
Singaporean / SPR sponsored by SMEs	S\$ 90.75*
Others	S\$802.50

Notes

- Companies are eligible to claim Absentee Payroll and Productivity Innovation Credit (PIC). T&Cs apply.
- This programme is supported by SkillsFuture Credit for self-sponsored participants.

*Reimbursement of \$150 via SkillsConnect under Enhanced Training Support for SMEs.

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Change Management in a Digitally Enabled World

The tectonic plates of business and technology are shifting. The speed of change that businesses face today is advancing in the blink of an eye. Today's business norm is to optimize disruptive innovations powered by the digital revolution. The digitization of retailing is driving a need for new approaches to business.

Traditional change management approaches no longer apply to organizations seeking to undertake transformation and reinvention. Effective transformation in the digital era requires a fresh new change management approach – enabling accelerated transformation, corporate cultural shifts and motivating employees in speedy adoption of new methods, technology, processes.

This masterclass is designed to help companies to create a new change management model. It will develop both vision and strategy of where the company is heading and the steps to get there. It will consolidate what is learned from the current change to enable company improve the change process in the future. This programme will anchor the change in the corporate culture through strategies, performance measurements, profitability improvements and customer satisfaction level.

What Can I Learn?

- **Understand the new customers today and redefine your target customer segment/s**
- **Identify the new customer journey and non-linear purchasing pathways**
- **Understand the importance of identifying & optimizing all customer touch points**
- **Develop an action plan to adapt job scopes around the customers**

Programme Fee

Total Fees (include prevailing GST)

Singaporean/ Singapore PR	S\$ 385.20
Singaporean 40 years and above	S\$ 145.20
Singaporean / SPR sponsored by SMEs	S\$ 385.20*
Others	S\$1,284.00

Notes

- Companies are eligible to claim Absentee Payroll and Productivity Innovation Credit (PIC). T&Cs apply.
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*Reimbursement of \$240 via SkillsConnect under Enhanced Training Support for SMEs.

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