

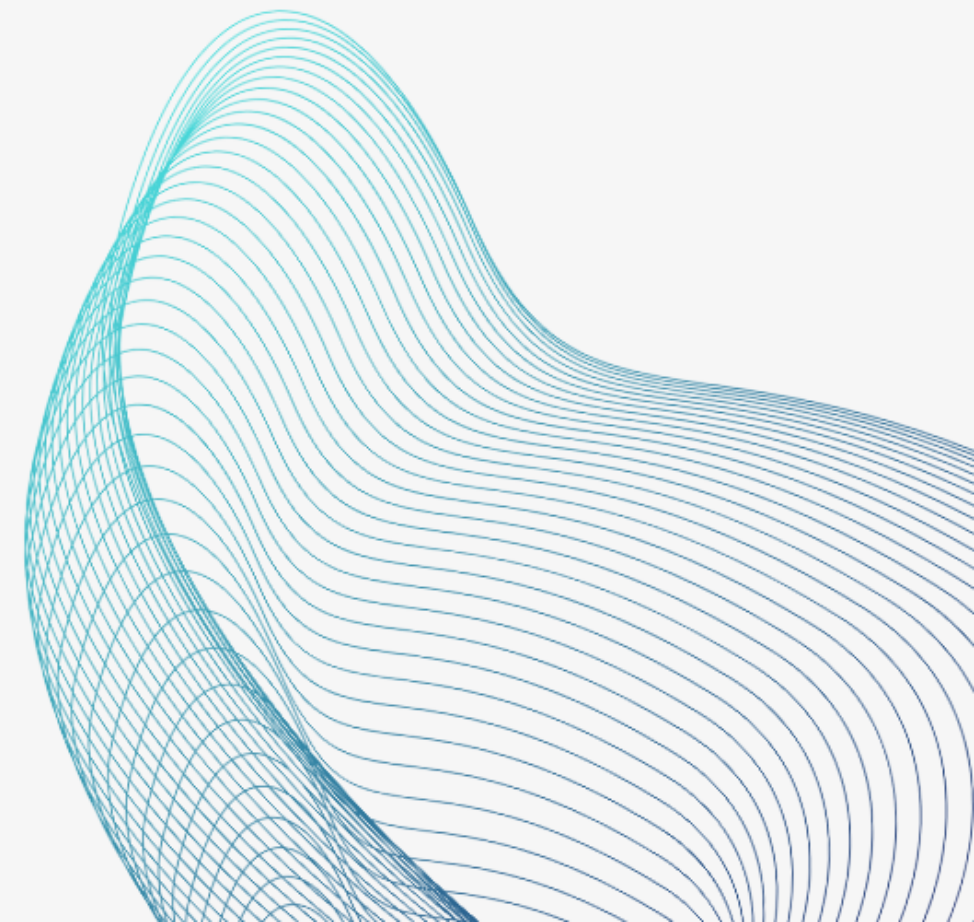


Training Courses
For Business Development



Created by
Hubert Joo-Kitano

Shopify Startup: **Setup Your Online** **Store** **Workshop**



Workshop Objectives:

1. Define and identify your niche market considering various factors such as profitability, competition, and consumer demand.
2. Choose a unique and memorable business name that effectively reflects your brand identity.
3. Register a domain name that aligns with your business name and is easy for customers to remember.
4. Create a Shopify account and select a pricing plan that suits your business needs.
5. Browse and select a suitable theme from the Shopify store that aligns with your brand identity and provides an engaging user experience.
6. Customize your selected Shopify theme to enhance its visual appeal and reflect your brand personality.

What is expected of you:

1. **Active Participation:** Participants are expected to be engaged throughout the workshop. This includes brainstorming on your business idea, actively setting up your Shopify account, and actively participating in discussions.
2. **Hands-On Experience:** Participants are expected to gain hands-on experience by setting up your own Shopify store during the workshop. This includes defining your niche, choosing a business and domain name, selecting and customizing your theme.
3. **Feedback:** Participants are expected to provide and receive constructive feedback during the review session. This will involve sharing your Shopify store with others and discussing your choices.
4. **Learning Attitude:** Participants are expected to be open-minded and willing to learn. They should be prepared to explore different aspects of setting up an online store and to ask questions whenever necessary.
5. **Implementation:** Participants are expected to apply the knowledge and skills gained during the workshop to your own e-commerce ventures post-workshop. The ultimate goal is for participants to walk away with a ready-to-launch Shopify store.
6. **Professionalism:** Participants are expected to respect the ideas and opinions of others during discussions and feedback sessions, fostering a supportive learning environment.



Contact Us



info.igc@hs-bremen.de



www.graduatecenter.org



[+49 421 5905 4133](tel:+4942159054133)



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Contact Us



info@businessstnd.com



www.businessstnd.com



<https://www.linkedin.com/in/hubertjoo/>