

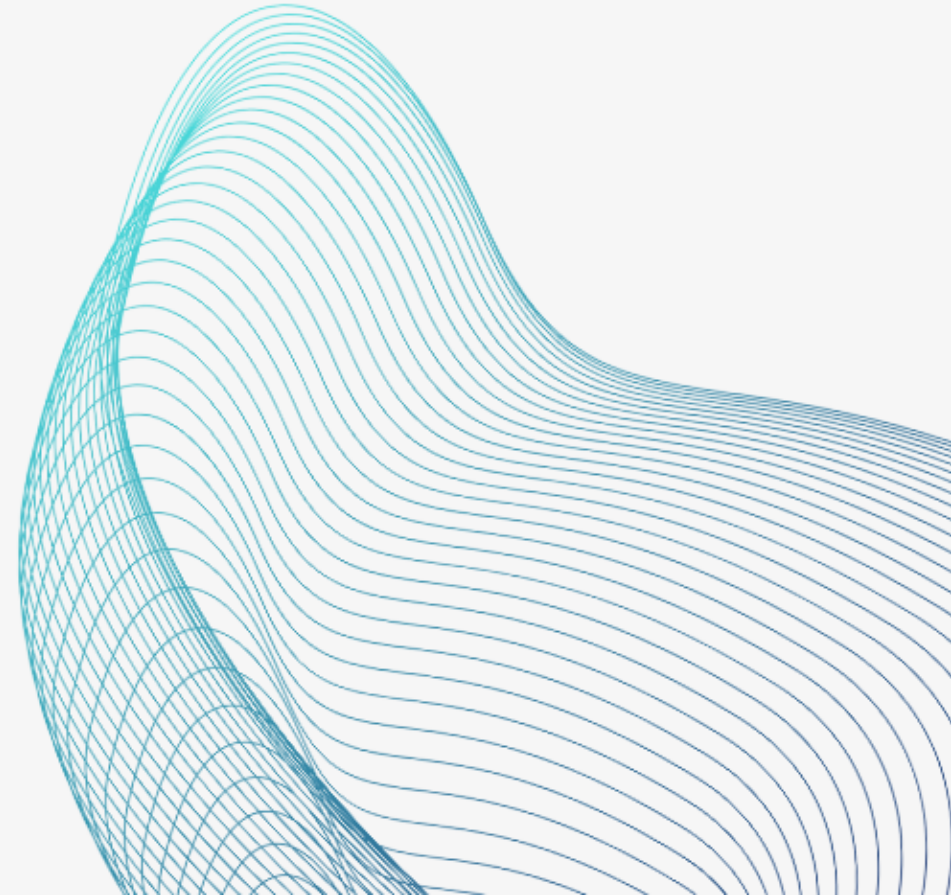


Training Courses
For Business Development



Created by
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Building Your Digital Storefront Workshop



Workshop Objectives:

1. **Product Addition and Management:** Participants will learn how to add and manage products on your Shopify store, including uploading images, crafting compelling descriptions, and setting competitive prices.
2. **Categorization and Collection Creation:** Participants will gain skills in organizing your products into user-friendly categories and collections, enhancing the shopping experience for customers.
3. **Payment Gateway Configuration:** Participants will understand how to set up different payment gateways to offer a variety of secure transaction options to your customers.
4. **Shipping Setting Implementation:** Attendees will learn how to set up and configure shipping settings, including defining rates, zones, and choosing preferred carriers, to ensure seamless product delivery.
5. **Tax Management:** Participants will learn how to implement appropriate tax settings in compliance with local regulations, based on the location of your business and customers.
6. **Essential Page Creation:** Participants will learn the importance of, and how to create, essential pages like "About Us," "Contact Us," privacy policy, terms of service, and return policy to build trust and transparency with your customers.
7. **Hands-On Experience:** Participants will apply the knowledge gained during the workshop by setting up your own Shopify store in a guided, step-by-step manner.
8. **Confidence Building:** By the end of the workshop, participants should have a fully functional Shopify store and feel confident in your ability to manage and maintain your e-commerce business on the platform.

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.



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