

Enablers is a pioneer in eCommerce and skill-based training in Pakistan, empowering individuals with the knowledge and tools to excel in the digital economy. Through a unique collaboration with the **Health Services Academy**, Enablers is extending its expertise to bridge the gap between the healthcare industry and the digital marketplace.

This partnership aims to equip health graduates with essential tech and entrepreneurial skills, enabling them to meet the demands of a rapidly evolving industry. By fostering digital proficiency and business acumen, Enablers and the Health Services Academy are together fostering a new generation of healthcare professionals who are prepared to make impactful contributions within the medical sector.

## **Course Title: Shopify Local & International eCommerce**

- **Fee:** 28,400 PKR
  - **Duration:** 3 Months
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### **Course Overview**

"**Shopify Local & International eCommerce**" is a specialized boot camp designed to equip participants with comprehensive knowledge and practical skills needed to establish and grow a successful online store. Tailored to the Pakistani market, this course offers step-by-step guidance on building a brand, handling legal considerations, sourcing products, managing logistics, and launching marketing strategies that generate sales locally before scaling to international markets.

This course empowers students to contribute to Pakistan's manufacturing industry by launching profitable businesses, gaining exceptional customer feedback, and gaining recognition as Pakistani entrepreneurs on the global stage.

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### **Course Modules**

## **Module 1: Introduction to Local eCommerce**

- Overview of eCommerce fundamentals and their impact on the local market.
- Exploring the growth potential of eCommerce within Pakistan.
- Identifying the challenges and opportunities unique to Pakistan's eCommerce landscape.

## **Module 2: Product Research and Selection for Local Markets**

- Mastering various techniques for effective product research.
- Identifying profitable niches and products suited to the local market.
- Analyzing competition and market trends for informed product selection.

## **Module 3: Sourcing Products Locally & Internationally**

- Understanding the sourcing process from both local and international suppliers.
- Assessing supplier reliability and credibility.
- Learning negotiation skills for favorable pricing and supplier terms.

## **Module 4: Setting Up a Shopify Store and Other eCommerce Platforms**

- Step-by-step guidance on creating an online store using Shopify and other platforms.
- Exploring the essential elements of store design and functionality.
- Customizing the store to reflect brand identity and enhance customer experience.

## **Module 5: Shipment and Cash on Delivery (COD) Setup**

- Gaining insights into the logistics and shipment process for eCommerce.
- Setting up COD accounts to cater to local customers.
- Identifying reliable logistics and shipment partners for efficient order fulfillment.

## **Module 6: Advertising and Marketing Strategies**

- Understanding the significance of advertisements in driving eCommerce success.

- Exploring various advertising platforms, including Facebook, Google, and Instagram.
- Defining target audiences and designing effective ad campaigns.

### **Module 7: Ad Creation and Promotional Strategy**

- Learning the fundamentals of ad design, copy, and visual appeal.
- Developing effective ad strategies to increase store visibility and sales.
- Implementing successful promotional tactics to enhance brand awareness.

### **Module 8: Customer Engagement and Experience Management**

- Understanding the role of customer service in retaining loyal customers.
- Acquiring skills to handle customer inquiries, issues, and feedback.
- Creating a positive customer experience to encourage repeat business.

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## **Learning Outcomes**

By the end of this course, participants will:

- Possess the skills to establish, manage, and grow an online store for local and international markets.
- Understand product sourcing, store setup, and shipping logistics.
- Be capable of designing and implementing successful marketing campaigns.
- Gain expertise in customer service to enhance satisfaction and retention.