



Arfa Karim
Technology Incubator

Shopify

Duration: 3 Months



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Modules

- Shopify Introduction
- Store Setup and Configuration
- Product Management
- Theme Customization
- Shopify Apps and Extensions
- Payment Processing and Checkout
- Shipping and Fulfillment
- Marketing and Sales Optimization

Outcomes

- Be able to set up and manage Ecommerce stores on Shopify
- Optimize product listings for increased visibility & sales
- Design & customize Ecommerce websites to enhance user experience
- Efficiently manage inventory, orders, & customer relationships
- Understand Ecommerce analytics & utilize insights for business growth
- Optimize conversion rates & improve Ecommerce SEO
- Scale Ecommerce business for increased revenue & profitability

Audience

- Entrepreneurs
- Ecommerce Enthusiasts
- Freelancers
- Marketers
- Small Businesses

Eligibility Criteria

- Basic Computer Skills
- Understanding of E-commerce
- Business Fundamentals
- Basic level Digital Marketing