

Build Your Online Business

Online Store Setup & Optimization

Tunku Abdul Rahman University College (TAR UC) and Lingnan Modern Technician College (LNMT) are collaborating to offer E-Commerce training course on Online Store Setup & Optimization. This course offers participants the foundations of starting an online store & how to optimize their product listings. Participants will learn store registration, product listing & description optimization, product image and video optimization, and platform rules & regulations. Participants will learn through practical activities and hand-on operation based on Shopee Malaysia platform. Participants who completes this course will be **offered the chance to intern** at **global e-commerce companies!**

Date

21 March 2020 (Saturday)
28 March 2020 (Saturday)

Time

9.00 am - 5.00 pm

Duration

12 hours

Venue

TAR UC Main Campus

Facilitator

Wu Xiao Le

Fees *Special Inaugural Offer*

Standard Rate
RM 1050/pax ~~NP: RM 1500~~

Early Bird Promotion
(until 9 February 2020)
RM 1000/pax

Group Rate (min 3 pax) /
Package Discount
(Sign up for 2 courses)
RM 950/pax per course

Closing Date

8 March 2020

Learning Outcomes

- Introduction about Shopee Malaysia & Shopee Indonesia.
- Set up your own online store based on your store theme and target market.
- Increase your online sales by learning how to publish and optimize product listings.
- Increase your product marketability by learning how to incorporate photos & video into your product listing.
- Learn about the platform rules & regulation and how to use it to your advantage.

Registration & Enquiries

Tunku Abdul Rahman University College
Centre for Continuing and Professional Education
Level 1, Block SA, East Campus, KL Main Campus.



Mr. Tay - tayym@tarc.edu.my / cpe@tarc.edu.my
+603-4145 0123 ext. 3571 / +6011-1075 8530 (Whatsapp)

Course Modules

Introduction (1.5 hours)

Module 1: Brief Introduction to Shopee

**especially Shopee Malaysia and Shopee Indonesia

Start-up and Settings (3 hours)

Module 2: Registering Your Own Store & General Store Settings

Optimize Product Information (texture) (3 hours)

Module 3: Uploading Products & Description Optimization

Platform Rules & Commission (3 hours)

Module 4: Prohibited Products & Making Use of Platform Rules. Learn how commission is calculated

Optimize Product Information (photo) (1.5 hours)

Module 5: Optimizing Product's Image (and Video)

****Internship opportunity with global e-commerce companies available upon completion of this course.**

About the Lingnan Modern Technician College

- ◆ Guangdong Lingnan Modern Technician College is a full-time senior technical school established since June 2005, approved by the Human Resources and Society Security Department of Guangdong Province.
- ◆ It is recognised as the National Advanced Unit in Private Vocational Education, Guangdong Advanced Technician Collective and National Key Technician College.
- ◆ Since 2007, the Faculty of E-Commerce has been collaborating with more than 370 E-Commerce companies, such as Alibaba and JD.COM and has in-campus E-Commerce related divisions such as JD.COM Whole Platform Practice Division, JD.COM Southeast China Service Department Lingnan Centre and Alibaba Talents Certification Division.

Biography of Facilitator



Ms Wu Xiaole has entrepreneurship experience as an International Shopee seller. She sells accessories and fashion related products such as clothes, shoes and cosmetics. She is an expert in Shopee store operation, transaction rules, customer service, logistic rules and practical skills. Her business scope covers most of the countries around South East Asia, including Malaysia.

**Course materials are provided (in English).

**Class conducted in English.



BEYOND EDUCATION

To register, please submit completed registration form and payment as follows:

Director, Centre for Continuing and Professional Education
Level 1, Block SA, East Campus
Tunku Abdul Rahman University College
P.O. Box 10979, 50932 Kuala Lumpur



REGISTRATION FORM

I WISH TO REGISTER THE FOLLOWING PROGRAMME

Name of Programme: Build Your Online Business (Online Store Setup & Optimization / Sales Conversion & Order Fulfillment)

Date: Fee:

PARTICIPANT'S DETAILS

Name: Student ID / Alumni Access Card No:

New IC No.:

Company (if applicable):

Correspondence Address:

Tel (H): Tel (O): Mobile:

Fax No: Email:

PAYMENT METHODS

- Cash / Credit Card / Debit Card (Pay at TAR UC - CPE Centre at East Campus, SA Block, Level 1)
Cheque / Bank Draft / Money Order (Payable to 'KOLEJ UNIVERSITI TUNKU ABDUL RAHMAN') to CPE Centre for complete registration
Payment via online - Public Bank Account no: 3181-564-113. Please email the bank-in slip to cpe@tarc.edu.my.

TERMS & CONDITIONS

- Registration is on a first-come-first-served basis.
Participants are requested to submit one form per participant.
All registration MUST be accompanied with the FULL PAYMENT.
Any withdrawal from the course is subject to the following University College Refund Policy:
- A 50% refund of fees paid for the course, if a written request for refund is made on or before the deadline of registration.
- No refund of fees for withdrawals received after deadline of registration.
TAR University College reserves the right to amend or change the programme, venue or speaker, or cancel the programme if warranted by circumstances beyond its control. In the event of cancellation, all fees paid will be refunded.

Participant Signature:
Date:

Disclaimer: TAR UC warrants that the personal data collected will be treated with utmost confidential and shall not sell, distribute, lease or otherwise disclose any data collected herein to any third parties save and except as outlined in the University's Privacy Policy or permitted by the User or is required by law to do so. Please visit https://www.tarc.edu.my/privacy-policy.jsp for further information on TAR UC Privacy Policy.

FOR OFFICE USE ONLY

CQ / BD / MO No : Vote Head :
Amount (RM) : Name of Staff :
Date Received :

ACKNOWLEDGEMENT SLIP * VALID with the official stamp of CPE Centre*

This is to acknowledge the receipt of payment for the programme, details as follow:
Paid by :
Amount (RM) :
Programme : Build Your Online Business (OSSO / SCOF)
Date of prg :
Date:
Received by:
CENTRE FOR CONTINUING AND PROFESSIONAL EDUCATION