

**Earn Extra Income Now!**

# Build Your Online Business

## Sales Conversion & Order Fulfillment

### What you will learn?

~Recommended for participants who are experienced in online business.

- ▶ Optimizing order management systems for local and cross-border order fulfillment.
- ▶ Boost sales through utilizing platform promotion campaigns and live streaming tips and tricks.
- ▶ Increase sales conversion and improve customer experience through acquiring essential customer service skills.
- ▶ Acquire knowledge about payment policies and trending products sourcing strategies to increase profits.
- ▶ Learn how to effectively market your products through paid ads & data analytics.

#### Date

5 - 19 September 2020  
(Every Wed & Sat)

#### Time

8.00 pm - 10.30 pm (Wed)  
10.00 am - 1.00 pm (Sat)

#### Closing Date

26 August 2020

#### Class Delivery Mode

- ▶ 5 sessions online live webinar training.
- ▶ Online learning resources via e-learning platform.
- ▶ After class group coaching by professional instructors available.

#### Fees

Standard Rate  
**RM 1188/pax** ~~NP: RM 1500~~

Group Rate (min 3 pax)  
**RM 1138/pax** ~~NP: RM 1350~~

Package Discount  
(Sign up for 2 courses:  
OSSO + SCOF\*) ~~NP: RM 1150~~  
**RM 1088/pax per course**

Special Rebate  
(for TAR UC Student/Staff/Alumni)  
**RM 988/pax per course**

#### Why choose us?

- ✓ 6 months unlimited access to learning materials and recorded lectures.\*\*
- ✓ 6 months unlimited online support via e-learning platform.\*\*
- ✓ Database of ready suppliers and logistics provider (Drop Shipping) will be provided to kick start your online business immediately.
- ✓ You will be invited into our seller community where you can consult us on matters regarding Shopee store operations after this graduation.
- ✓ Learn from knowledgeable instructors experienced in training e-commerce specialist for e-commerce corporations.
- ✓ Internship / employment opportunities with e-commerce companies upon course completion (T & C applies).
- ✓ E-Certificate of Completion will be issued upon course completion.

\*\*valid after graduation.

#### Registration & Enquiries

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



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# Course Modules

## **Order Management & Package Dispatch**

Module 1: Managing Orders as A Local Seller & Cross-border E-Commerce Seller

## **Customer Service Skills & Sub-account Platform**

Module 2: Customer Service Consultant Skills: Pre-sales & After-sales; Tracking Orders & Refund Policy

## **Payment and Product Selection**

Module 3: Setting Up Payment Gateway & Selecting the Right Product

## **Promotion Campaigns & Live Streaming**

Module 4: Understanding & using promotion campaigns & utilizing live streaming to increase sales

## **Paid Ads & Data Analysis**

Module 5: How to utilize paid ads & data analytics to effectively market your products

**\*\* Teaching is based on Shopee Platform, however knowledge is applicable across other platforms.**

**\*\* Medium of instruction is in English.**

### **About the Lingnan Modern Technician College**

- ◆ The Faculty of E-Commerce of Guangdong Lingnan Modern Technician College (LTC) has been collaborating with more than 370 E-Commerce companies, such as Alibaba and JD.COM since 2007.
- ◆ Approved by the Human Resources and Society Security Department of Guangdong Province, LTC has in campus E-Commerce related division such as JD.COM Whole Platform Practice Division, JD.COM Southeast China Service Department Lingnan Centre and Alibaba Talents Certification Division which is a testimony to the strong academia-industry partnership between LTC and e-commerce corporations.

### **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 online

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.