

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.

Coming Soon

Q1 2021

Zero Interest Instalment Plan available

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.

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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**valid after graduation.

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.