



# Build Your Online Business

## Online Store Setup & Optimization

### What you will learn?

- ▶ Introduction about Shopee Malaysia & Shopee Indonesia.
- ▶ Set up your own online store based on your store theme and target market.
- ▶ Learn about the platform rules & regulations and how to use it to your advantages.
- ▶ Enhance product marketability by learning how to publish and optimize product listings through attractive visuals and text write-ups.
- ▶ Sourcing for products online at reasonable costs and packaging regulations to minimize product damage.

#### Date

20 December 2020 (Sun)  
26 December 2020 (Sat)  
9 January 2021 (Sat)  
16 January 2021 (Sat)  
23 January 2021 (Sat)

#### Time

10.00 am - 1.00 pm (3 hrs)

#### Closing Date

13 December 2020

**Installment Plan  
AVAILABLE ~ ~**

#### Class Delivery Mode

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

\*\* TAR UC ID card / certificate must be presented for verification purposes.

#### Fees

Individual Rate  
**RM 1188/pax** ~~NP: RM 1500~~  
Instalment from RM 78.17/per month (T&C aps.)

Group Rate (min 3 pax)  
**RM 1138/pax** ~~NP: RM 1350~~  
Instalment from RM 74/per month (T&C aps.)

Early Bird Promo  
(Register before 30 November 2020)  
**RM 1088/pax** ~~NP: RM 1150~~  
Instalment from RM 69.83/per month (T&C aps.)

Special Rebate  
(for TAR UC Student/Staff/Alumni\*\*)  
**RM 988/pax per course**  
Instalment from RM 61.50/per month (T&C aps.)

#### 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 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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# Course Modules

## **Introduction**

Module 1: Brief Introduction to Shopee

\*\*especially Shopee Malaysia and Shopee Indonesia

## **Start-up Settings**

Module 2: Registering Your Own Store & General Store Settings

## **Optimize Product Information (texture)**

Module 3: Uploading Products & Description Optimization

## **Platform Rules & Commission**

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

## **Optimize Product Information (photo)**

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

## **Logistics, Inventory & Overseas Warehousing**

Module 6: Getting Source Online & Packaging Regulations for Cross-border E-Commerce Seller

**\*\* 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.