

Digital Commerce for Small Business

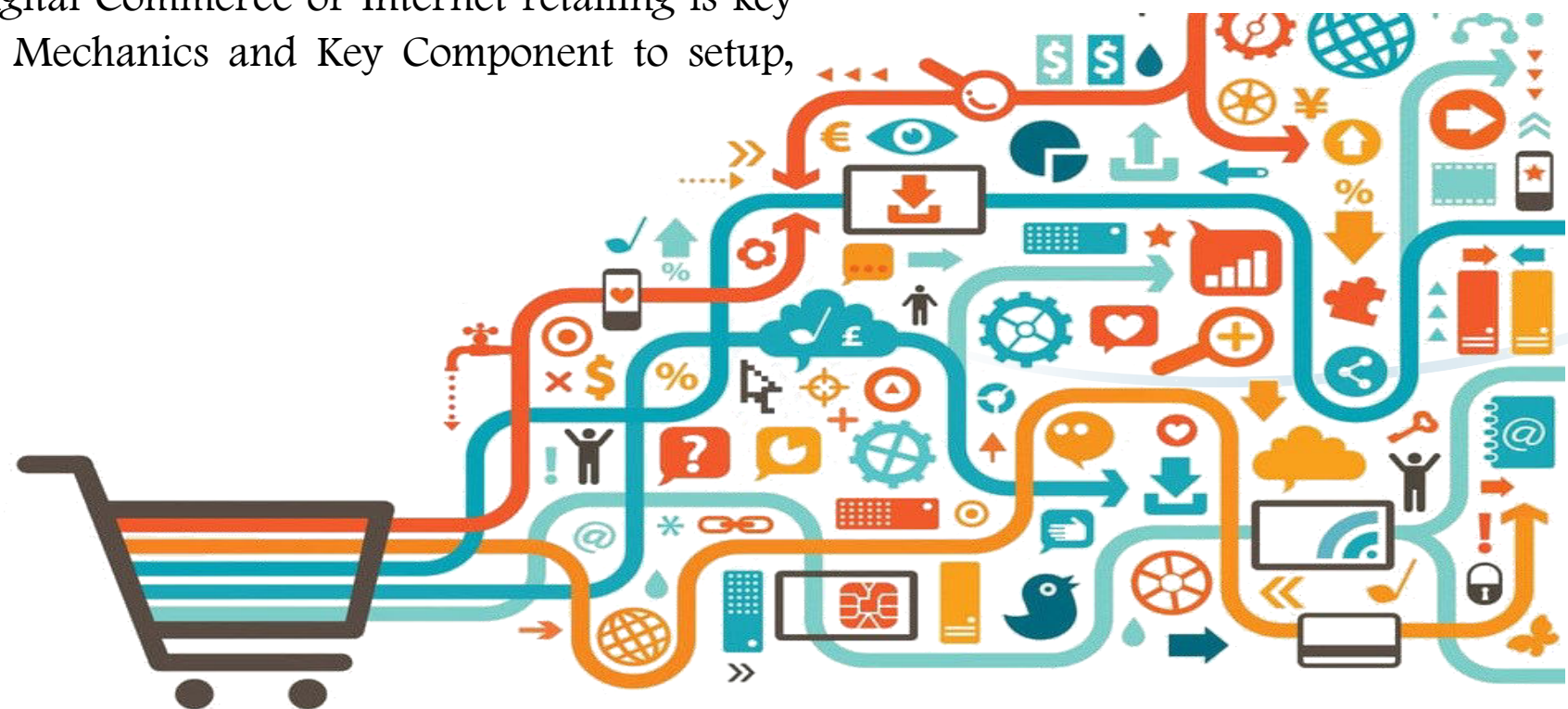


Digitization and Innovation in Internet Retailing

As Pakistan enters into Digitization sphere, it has become inevitable to stay successful in business without dipping into digital ecosystem. Digital Commerce or Internet retailing is key to success. This course will cover Strategy, Tools, Mechanics and Key Component to setup, profitable and grow in changing digital paradigm

Programme content covers:

- ◆ Planning for Digital Commerce
- ◆ Various path way for setup
- ◆ How to overcome operational hitches
- ◆ Digital Marketing
- ◆ Customer Relationship
- ◆ Web Analytics



February 14-March 10, 2018
Every Wednesday & Saturday
6:30 pm to 8:30 pm
@IBA City Campus
PKR 16,000/-

Key benefits for participants :

- ♦ An insight to Digital Commerce Platform
- ♦ Sources to acquire technology and service
- ♦ Analytics to measure success
- ♦ Keep the business profitable even in low turn over and margins

Participant's Profile:

- ♦ Owner of Retail Setup
- ♦ Startup planning to launch Internet Retail Venture
- ♦ Professional working in Internet Retail sector



TRAINER'S PROFILE:

Amin Lalani specialize in Internet Retailing for global brands. For last 20 years Amin has served businesses in 20 countries and almost in all sectors of retail this also includes hotel, wholeseller and traders. Some of the key areas of current focus are:

1. Online Retailing
2. Digital Marketing
3. Business Process Outsourcing
4. Application Development (Desktop and Mobile)
5. Back Office Management
6. E-Publishing
7. Web Analytics
8. Market Research and Competitive Research
9. Corporate and Academic Training
10. Setup and Restructuring Consultancy
11. Coach and Mentor
12. Digital Coupon

Amin has worked extensively for small businesses, enterprise concerns and government organisations. Recently he took a study on Direct Market Access for Agriculture sector through Smart Kissan Ecosystem.

Amin has worked for social sector development especially in Continuous Education and Economic

Skills Development Programs

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