NESTSOFT

TechnoMaster

Since 2007, Making IT Experts & Products

Business Course: Dropshipping & E-commerce

Duration: 30 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking

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Syllabus on the Next Page ..



Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

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Introduction to Dropshipping

- Introduction to E-commerce and Dropshipping
- Understanding Dropshipping Business Models
- How Dropshipping Works
- Benefits, Challenges and Business Opportunities

Product Research and Niche Selection

- Finding Profitable Niches
- Product Demand and Trend Analysis
- Competitor Research
- Product Selection and Pricing Strategies
- Profit Margin Calculation

Supplier Research and Sourcing

- Finding Reliable Suppliers
- Introduction to AliExpress and Other Supplier Platforms
- Supplier Evaluation and Product Quality
- Shipping and Delivery Management
- Returns and Refund Policies

Shopify Store Development

- Introduction to Shopify
- Creating an Online Store
- Domain and Theme Customization
- Product Uploading and Product Descriptions
- Payment Gateway Integration

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- Shipping and Store Settings

Product Listing and Store Optimization

- Product Images and Content Creation
- SEO-Friendly Product Descriptions
- Store Navigation and User Experience
- Conversion Rate Optimization

Digital Marketing and Advertising

- Introduction to Digital Marketing
- Social Media Marketing
- Facebook and Instagram Marketing
- Meta Ads Campaign Setup
- Google Ads Fundamentals
- Search Engine Optimization

Order and Customer Management

- Order Processing and Fulfilment
- Order Tracking and Delivery Updates
- Customer Support Management
- Handling Returns, Refunds and Complaints

Business Analytics and Growth

- Sales and Revenue Tracking
- Website Traffic Analysis
- Marketing Performance Analysis

- Business Expense and Profit Management
- Scaling an E-commerce Business

Practical Dropshipping Project

- Choose a business niche and research products.
- Identify and evaluate suppliers.
- Create a Shopify demonstration store.
- Add products and configure store settings.
- Prepare a digital marketing campaign.
- Present a complete dropshipping business plan.

(Click on Course for more details)

Course: Dropshipping & E-commerce Business

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- Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.