



H.A IT Soft Technologies & Computer College

E-COMMERCE + SHOPIFY



E-Commerce Basics

- Introduction to **E-commerce**
- Types of Online Businesses (B2B, B2C, Dropshipping)
- Product Research & Selection
- Market Analysis & Competitor Study
- Branding Basics (Name, Logo, Store Identity)
- Introduction to Online Selling Platforms



Shopify Store Development

- Introduction to **Shopify**
- Creating Shopify Account & Store Setup
- Theme Selection & Customization
- Product Uploading (Images, Descriptions, Pricing)
- Payment Gateways Setup
- Shipping Settings & Policies
- Basic Store Design Optimization



Marketing & Freelancing

- Introduction to Digital Marketing for E-Commerce
- Social Media Marketing for Store Promotion
- Running Ads on **Facebook** & Instagram
- Influencer Marketing Basics
- Sales Optimization Techniques
- Order Management & Customer Support
- Freelancing & Client Store Setup Services



Final Projects

- Complete Shopify Store Development
- Product Listing & Branding Project
- Marketing Campaign Setup



Skills You Will Learn

- E-Commerce Business Setup
- Shopify Store Creation & Management
- Product Research & Branding
- Online Marketing & Ads
- Freelancing in E-Commerce Services