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TechnoMaster

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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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Training by Industry Experts

Our Placement Website: **JobsNEAR.in**

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Introduction to Dropshipping

- Introduction to e-commerce and dropshipping
- How dropshipping works
- Types of e-commerce business models
- Benefits, challenges, and risks of dropshipping

Product Research and Niche Selection

- Choosing a profitable niche
- Product demand and trend analysis
- Competitor research
- Product pricing and profit margin calculation

Supplier Sourcing and Management

- Finding reliable dropshipping suppliers
- Supplier comparison and product quality checks
- Shipping times and delivery management
- Returns, refunds, and supplier policies

Online Store Setup

- Introduction to Shopify and WooCommerce
- Domain name and store setup
- Store themes and customization
- Product listing, images, and descriptions
- Payment gateways and shipping settings

Digital Marketing for Dropshipping

- Search engine optimization (SEO)

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- Social media marketing
- Meta Ads and Google Ads fundamentals
- Content creation and product promotion
- Marketing budget and campaign planning

Order and Customer Management

- Order processing and fulfilment
- Order tracking and delivery updates
- Customer support and complaint handling
- Managing cancellations, returns, and refunds

Business Analytics and Optimization

- Sales and website traffic analysis
- Conversion rates and customer behaviour
- Managing business expenses and profit
- Improving product pages and marketing campaigns

Practical Project

- Create a sample dropshipping store
- Research and list selected products
- Prepare a product pricing plan
- Create a digital marketing campaign
- Develop a basic dropshipping business plan

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(Click on Course for more details)

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- Thank You -

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

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