

E-Fashion Business

Overview :-

Traditional brick-and-mortar retail outlets are increasingly facing challenges across multiple fronts – from rising labour costs, to high rentals and overheads. In such a competitive environment, new businesses may find their profit margins rapidly eroded, which is why e-commerce platforms are becomingly critical to lean start-ups. In this module, you'll learn the basics of setting up, maintaining, and operating an e-commerce store from stocktaking to shipping. You will also learn the fundamentals of how to enhance your customer's online experience, such that you will be able to differentiate yourself in a crowded e-commerce environment.

Modules (1) :-

1	E-Fashion Business			
	E-learning	Training	Assessment	16:00
	00:00	14:00	02:00	
<p>Traditional brick-and-mortar retail outlets are increasingly facing challenges across multiple fronts – from rising labour costs, to high rentals and overheads. In such a competitive environment, new businesses may find their profit margins rapidly eroded, which is why e-commerce platforms are becomingly critical to lean start-ups. In this module, you'll learn the basics of setting up, maintaining, and operating an e-commerce store from stocktaking to shipping. You will also learn the fundamentals of how to enhance your customer's online experience, such that you will be able to differentiate yourself in a crowded e-commerce environment.</p>				

Course Duration :-

SSG Approved Training & Assessment Hours	16.0
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Objectives :-

- Create an online store
- Create individual product pages, product category listings, and essential eCommerce pages
- Create products based on industry needs
- Calculate international shipping rates and set up shipping modules

- **Set up customer account creation**
- **Set up online payment gateway**
- **Manage customer's order / account**
- **Make improvements to the website user experience to increase conversions**
- **Back up, update, and maintain a fully functional online store**

Entry Requirements :-

Singaporeans/PR students:

- **GCE 'O' Level with 3 credits including English and Mathematics OR**
- **WSQ Advanced Certificate OR**
- **WSQ ES WPLN Level 5 and above**

International Students:

- **High School Diploma equivalent to GCE 'O' Level with 3 credits including English and Mathematics OR**
- **Qualifications from professional institutes may be considered on a case-by-case basis AND/OR**
- **Pass TaF.tc Entrance Test**

English Language Requirement –

Possess a minimum credit in English at GCE 'O' Level or its equivalent OR

IELTS score 4.5 or TOEFL score 450

ALL Students are required to have basic knowledge of computer and Microsoft Office

Graduation Requirements :-

Student must fulfil the following requirements:

- **75% attendance rate of total training hours per module**
- **Be found competent during written, practical and oral assessments.**

Student Pass Holders – a minimum of 90% attendance per month will be required.

Key Learning Areas :-

- **Introduction to eCommerce**
- **Essentials of Commerce Website Creation**
- **Calculation of International Shipping Rates**
- **Website User Experience**
- **Effective Management of Online Store**

Who Should Attend :-

- **Retail store owners**
- **Startup Founders**
- **Marketing Executives**
- **Brick and mortar shop owners who wish to provide online shop**

Certificate Issuance :-

Upon successful completion of the course, student will be awarded a TaF.tc Certificate in E-Fashion Business

Course Fee:-

Singaporean / PRs (SSG)

SkillsFuture Singapore Grant (SSG)

All Singapore Citizens and Permanent Residents

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
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S\$ 850.00	S\$ 12.00	S\$ 765.00	-	S\$ 6.79	S\$ 103.79
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Singaporean (WTS)

Workfare Training Scheme (WTS)

Aged \geq 35 years and earning \leq \$2,000/month

Full Course Fee	Application Fee	Less: SSG Grant	Less: WTS	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 850.00	S\$ 12.00	S\$ 765.00	S\$ 42.50	S\$ 6.79	S\$ 61.29

Singaporean (SFMCES)

SkillsFuture Mid-Career Enhanced Funding (SFMCES)

All Singaporeans aged 40 years and above

Full Course Fee	Application Fee	Less: SSG Grant	Less: SFMCES	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 850.00	S\$ 12.00	S\$ 765.00	S\$ 0.00	S\$ 6.79	S\$ 103.79

SMEs (ETSS)

Enhanced Training Support Funding (ETSS)

SME with employment size \leq 200 or annual sales turnover \leq S\$ 100 million

SME can claim additional 20% of full gross fee under ETSS where applicable

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 850.00	S\$ 12.00	S\$ 765.00	-	S\$ 6.79	S\$ 103.79

International Students

Full Course Fee	Application Fee	NA	NA	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 850.00	S\$ 12.00	NA	NA	S\$ 60.34	S\$ 922.34

TaF.tc



Cert No.: EDU-2-2083
Validity: 29/08/2016 - 28/08/2020

APPLY NOW

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