Equinet Academy

CERTIFIED ECOMMERCE SPECIALIST (CES)

Master the skills to build, optimise, and scale your e-commerce business with hands-on training across Shopify, marketplaces, and advanced strategies

Companies who've sent their teams for upskilling

Microsoft   new balance   SONY   IKEA   DHL   FUJI xerox

Our Graduates Work For Companies Like

Apple   ByteDance   Canon   CISCO   citibank   Shell

Table Of Contents

PROGRAMME OVERVIEW

E-commerce is rapidly transforming how businesses operate, offering unprecedented opportunities for growth. Whether you're an aspiring entrepreneur, a seasoned marketer, or a business professional, the Certified Ecommerce Specialist (CES) Programme provides the comprehensive training needed to thrive in the dynamic online marketplace.

This 8-day programme is divided into four modules covering essentials, marketplaces, Shopify, and advanced strategies. Through expert-led sessions, hands-on projects, and actionable insights, you'll gain the confidence to build, manage, and scale a successful e-commerce business.

PROGRAMME HIGHLIGHTS

- Comprehensive Curriculum: Cover foundational knowledge, marketplace management, Shopify development, and advanced strategies.
- Hands-On Training: Apply concepts through real-world case studies, practical exercises, and guided projects.
- Expert-Led Sessions: Learn from experienced e-commerce practitioners with proven track records.
- Cutting-Edge Tools: Explore analytics, platform dashboards, and optimisation techniques to stay competitive.

PROGRAMME OUTCOMES

Upon completion of this 8-day ecommerce programme, you will:

- Build a strong foundation in e-commerce platforms, tools, and business models.
- Optimise marketplace stores for greater visibility and sales.
- Develop a professional Shopify store with advanced features.
- Create data-driven campaigns that deliver measurable results.
- Scale your business internationally with strategic insights and best practices.

Equinet Academy

PROGRAMME STRUCTURE AND KEY TOPICS

E-commerce Essentials (2 Days)

Introduction

Understand the foundations of e-commerce, including the latest trends, tools, and business models shaping the industry. This module equips you with the knowledge to set up and operate your first online business.

Key Learning Objective

Learn to establish e-commerce operations, utilise essential tools, and optimise workflows.

Key Topics

- Overview of e-commerce and its evolution: Understand B2C, B2B, and D2C models.
- Market trends and consumer behaviour shaping e-commerce today.
- Selecting the right e-commerce platform for your business needs.
- Payment systems, order fulfilment, and logistics workflows.
- Introduction to e-commerce tools for operations and marketing.
- Setting measurable goals for customer acquisition and retention.
- Campaign management basics, including schedules and messaging.
- Data analytics overview: Key performance metrics and tools.
- And more

Explore Ecommerce Essentials Module

E-commerce Marketplaces (Shopee & Lazada) (2 Days)

Introduction

Dive into marketplace ecosystems like Lazada and Shopee, mastering the tools and techniques to drive traffic, optimise listings, and increase sales.

Key Learning Objective

Optimise marketplace stores and manage campaigns effectively to enhance performance.

Key Topics

- Overview of marketplace ecosystems: Shopee, Lazada, Amazon, and Zalora.
- Setting up an online store: Storefront design, product listing, and inventory management.
- Advanced product listing strategies to boost visibility and conversions.
- Leveraging marketplace advertising tools for promotions and discounts.
- Utilising marketplace analytics to track performance and refine campaigns.
- Customer segmentation and targeting using marketplace data.
- Managing customer feedback and reviews to improve store credibility.
- Budgeting and resource allocation for marketplace campaigns.
- Cross-border trade strategies and regulatory considerations for marketplaces.
- And more

Explore Ecommerce Marketplaces (Shopee & Lazada) Module

Shopify Store Creation (2 Days)

Introduction

Discover how to design, customise, and optimise a Shopify store that aligns with your brand and customer expectations. This module covers the technical and strategic aspects of Shopify store management.

Key Learning Objective

Build, design, and manage a Shopify store with SEO, payment gateways, and inventory systems.

Key Topics

- Overview of Shopify: Platform features, benefits, and use cases.
- Shopify store setup: Configuring basic settings and aligning with organisational guidelines.
- Theme selection and customisation for an engaging and mobile-responsive storefront.
- Advanced UX and UI design principles for improved customer experience.
- Product listing management: SEO strategies for metadata, tags, and descriptions.
- Inventory management best practices for seamless operations.
- Payment gateways: Selecting and configuring options for various customer preferences.
- Shipping workflows and fulfilment processes to enhance efficiency.
- Shopify analytics: Understanding metrics like sales, traffic, and conversions.
- Integrating Shopify apps and plug-ins to improve functionality and performance.
- And more

Explore Shopify Store Creation Module

E-commerce Strategy (2 Days)

Introduction

Learn advanced strategies to scale your business globally, optimise campaigns, and make data-driven decisions to maximise ROI.

Key Learning Objective

Develop global expansion plans and optimise campaigns using advanced analytics.

Key Topics

- Creating comprehensive e-commerce strategies aligned with business objectives.
- Advanced customer segmentation and targeting techniques for precision marketing.
- Designing high-performing campaigns across multiple channels.
- Incorporating AI-driven personalisation and dynamic pricing strategies.
- Attribution modelling and A/B testing for campaign evaluation.
- Optimising campaigns using advanced analytics platforms.
- Scaling internationally: Localisation strategies and cross-border logistics.
- Navigating regulatory challenges and global payment systems.
- Building long-term customer relationships through retention strategies.
- Developing a roadmap for continuous performance improvement.
- And more

Explore Ecommerce Strategy Module

Equinet Academy

Certified Ecommerce Specialist

The Certified Ecommerce Specialist (CES) Programme equips you with the comprehensive training needed to thrive in the dynamic online marketplace.

E-commerce Strategy

Learn advanced strategies to scale your business globally, optimise campaigns, and make data-driven decisions to maximise ROI.

Shopify Store Creation

Discover how to design, customise, and optimise a Shopify store that aligns with your brand and customer expectations.

E-commerce Marketplaces (Shopee & Lazada)

Dive into marketplace ecosystems like Lazada and Shopee, mastering the tools and techniques to drive traffic, optimise listings, and increase sales.

E-commerce Essentials

Understand the foundations of e-commerce, including the latest trends, tools, and business models shaping the industry.

MODULE 4

MODULE 3

MODULE 2

MODULE 1

Equinet Academy

CERTIFICATION TRACK

Participants who complete the programme with at least 75% attendance rate and passing all assessments will receive the Certified Ecommerce Specialist (CES) certificate, a credential that highlights your expertise in managing and scaling e-commerce businesses.

Equinet Academy

Transforming Marketers For The Digital Economy.
Equinet Academy is a WSQ Registered Training Organisation and Training Partner of SkillsFuture Singapore.

CERTIFIED ECOMMERCE SPECIALIST (CES)

CERTIFICATE OF ACHIEVEMENT

This certificate is awarded to

YOUR NAME

for completing the essential modules and passing the required assessments

Dylan Sun
Training Director

(date)

Date

CERT ID: 000001

WHY LEARN FROM US?

When you learn with us, you will acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

Equinet Academy

POST-TRAINING MENTORING

Equinet Academy

Complete Course

Complimentary Resit of All Modules

Coaching & Mentoring

Job & Career Outcomes

Upon completing all 4 course modules, you will be entitled for a complimentary resit of all course modules for a period of 3 years

You will also be entitled to coaching and mentoring via Ask Me Anything sessions and an insider community (over 1000+ members) where you may post questions and seek support from industry experts.

This will translate into better on-the-job performance and career opportunities.

WHY WE ARE DIFFERENT?

Equinet Academy	Other Institutes
• Instructors are subject matter experts	• Instructors may not have sufficient subject matter expertise
• Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)	• Instructors' teaching experience may be inadequate
• Courseware is up-to-date	• Courseware may be outdated
• Curriculum and lesson plan is designed with instructional design frameworks (Kolb's, Gagne, Addie Model)	• Curriculum and lesson plan may be unstructured and lack engagement
• Training is hands-on with real world project-based assignments	• Training may be loaded with lectures without opportunity to practice concepts taught
• WSQ Statement of Attainments are accredited by SkillsFuture Singapore	• Certificate may not be recognised
• Complimentary resit of all modules within 3 years	• Retaking of modules may be chargeable
• Post-training support	• Little to no support after the course
• Career support and job matching	• No career services offered

Equinet Academy

INSTRUCTORS

Alan Lee

Alan brings a wealth of practical experience to his role as an eCommerce Essentials Trainer. As a co-founder of Klosh Pte. Ltd., he has successfully managed digital marketing strategies, curated product designs, and optimised online storefronts to drive exceptional growth in the competitive eCommerce sector. His track record includes designing and launching hundreds of SKUs quarterly, implementing data-driven marketing campaigns, and building customer loyalty through innovative digital solutions.

Avantika Jain

Avantika Jain is a passionate Business Coach with over 3,200 hours of experience, having worked with individuals, leaders, and teams from a wide range of organisations, including government bodies, NGOs, and corporates such as Lazada, Fave, Charles & Keith (Pedro), Groupon, the Singapore International Foundation, Sengkang High School, and Startupbootcamp.

Jessica Bong

Jessica Bong is an experienced and highly skilled Shopify Store Creation trainer and the Founder of Soodo, an eCommerce growth partner dedicated to helping businesses scale and succeed across Shopify, Lazada, and Shopee. Drawing from years of hands-on experience, Jessica has built and scaled multiple brands across industries such as home goods, tech gadgets, jewelry, and subscription boxes. Many of these brands have consistently achieved six-figure revenues within their first year, showcasing her systematic approach to creating profitable, functional, and visually compelling online stores.

Jethro Xu

Jethro Xu has spent over a decade building and scaling E-commerce storefronts, selling everything from mobile phone accessories and movie paraphernalia, to furniture and pharmaceutical products to a global audience. His E-commerce stores have shipped to customers over five different continents!
Jethro also runs a marketing agency which helps clients (especially those with E-commerce sites!) to identify gaps in their marketing strategy, and optimise their performance based on their key business objectives.

Equinet Academy

PROGRAMME FEES

Module 1: Ecommerce Essentials
Course Fee: S$588.00 (exclusive of 9% GST)

Module 2: Ecommerce Marketplaces
(Shopee & Lazada)
Course Fee: S$588.00 (exclusive of 9% GST)

Module 3: Shopify Store Creation
Course Fee: S$588.00 (exclusive of 9% GST)

Module 4: WSQ Ecommerce Strategy
Course Fee: S$990.00 (exclusive of 9% GST)
Course Fee After Eligible SSG Subsidies: From
S$386.10 (inclusive of 9% GST)

Certified Ecommerce Specialist Programme
Programme Fee: S$2,754.00 (inclusive of 9% GST)

FREQUENTLY ASKED QUESTIONS (FAQ)

Who should attend this programme?
This programme is ideal for entrepreneurs, digital marketers, freelancers, e-commerce professionals, and consultants seeking actionable skills to thrive in the online marketplace.

Are there prerequisites for this programme?
No prior experience in e-commerce is required. However, having experience in shopping online will be advantageous.

What tools or equipment will I need?
You will need a laptop with internet access. Accounts for platforms like Shopify and relevant marketplaces will be required during the hands-on sessions. We will facilitate the creation of the accounts and provide premium access where required for the duration of the module(s).

How is the programme delivered?
The programme is conducted in-person over 8 days, combining interactive lectures, hands-on workshops, case studies, and group discussions to ensure a well-rounded learning experience.

Can I apply what I learn immediately?
Absolutely! The programme focuses on practical, hands-on skills that can be directly implemented in your business or role.

Are there networking opportunities during the programme?
Yes, the programme encourages collaboration and interaction among participants, creating opportunities to network with peers, trainers, and industry experts.

Are there any assessments or exams?
Yes, assessments include practical projects and case studies to evaluate your understanding and application of the concepts learned during the programme.

ELEVATE YOUR E-COMMERCE EXPERTISE TODAY!

Apply Now

Equinet Academy

Transforming Marketers For The Digital Economy

📍 10 Anson Road, #25-08 International Plaza, Singapore 079903

📞 +65 68163016

✉️ enquiry@equinetacademy.com

🌐 www.equinetacademy.com