



ALL PAKISTAN MEMON FEDERATION I. T. CENTER
(REGISTERED WITH SBTE)



ADMISSION OPEN



ECOMMERCE MASTERY

From Scrolling to Selling



DURATION

4 MONTHS (16 WEEK)



COURSE HOURS

64 HOURS



HAND ON

TRAINING

Enroll Now



Admission Form: forms.apmfitc.edu.pk

Course Outline: <https://outline.apmfitc.edu.pk/>



Website
www.apmfitc.edu.pk



Contact
0306-2619045



Location
Memon Federation House, Farooq Mottlani
Road, Near Islamia College, Karachi



Social Media
apmfitc

MONTH 1: Foundations of Ecommerce (Weeks 1-4)

Course Objectives

By the end of this course, students will:

- Launch and manage an ecommerce business
- Build stores on Daraz, Shopify, and WooCommerce
- Understand product research and sourcing
- Run marketing campaigns (social media & ads)
- Generate sales and scale profitably

Week 1: Introduction to Ecommerce

- What is Ecommerce? Business models (B2C, B2B, Dropshipping, Private Label)
- Ecommerce landscape in Pakistan
- Platforms overview: Daraz, Shopify, WooCommerce
- Success case studies
- Use AI tools (like ChatGPT) to generate business ideas & niche validation
- Activity: Selecting niche ideas using AI prompts

Week 2: Product Research & Validation

- Winning product criteria
- Tools for product research
- Competitor analysis
- Market demand validation
- AI tools for product trend prediction
- Use AI to analyze competitor listings (pricing, keywords, reviews)
- Activity: Find 3 winning products using AI research

Week 3: Branding & Business Setup

- Brand naming & positioning
- Logo and brand identity
- Business models selection
- Pricing strategies
- AI tools for brand name generation & slogan creation
- AI logo generators
- Activity: Create your AI-assisted brand concept

Week 4: Content & Visual Preparation

- Product photography basics
- Writing product descriptions
- Creating marketing creatives
- AI copywriting for product descriptions & ad copy
- AI image generation (for mockups, backgrounds)
- AI video tools for short product ads
- Activity: Create product content using AI tools



MONTH 2: Daraz Store Mastery (Weeks 5-8)

Week 5: Daraz Seller Account Setup

- Account creation
- Seller Center overview
- Policies and rules
- Activity: Create Daraz account

Week 6: Product Listing Optimization

- Product title, description, SEO
- Pricing & inventory management
- Category selection
- AI keyword research for SEO optimization
- AI-generated high-converting product descriptions
- Activity: Upload AI-optimized products

Week 7: Order Management & Logistics

- Order processing workflow
- Shipping & fulfillment (Daraz logistics)
- Customer handling
- Activity: Simulate order flow

Week 8: Daraz Growth Strategies

- Daraz ads (Sponsored Products)
- Campaign participation (sales events)
- Reviews & ratings management
- AI for ad copy generation & A/B testing ideas
- Activity: Run a mock AI-powered campaign



MONTH 3: Shopify Store Development (Weeks 9-12)

Week 9: Shopify Introduction & Setup

- Account setup
- Dashboard overview
- Theme selection
- AI recommendations for store layout & niche positioning
- Activity: Create Shopify store

Week 10: Store Design & Product Upload

- Customizing themes
- Product pages optimization
- Navigation setup
- AI copywriting for product descriptions
- AI-generated product page content
- Activity: Build homepage + upload products

Week 11: Payment & Shipping Setup

- Payment gateways (Stripe alternatives in Pakistan)
- COD integration
- Shipping configuration
- Activity: Configure checkout system

Week 12: Shopify Apps & Conversion Optimization

- Essential apps (reviews, upsell, email)
- Conversion rate optimization
- Trust badges & UX
- AI email automation
- Activity: Optimize store for sales



MONTH 4: WooCommerce + Marketing (Weeks 13-16)

Week 13: WordPress & WooCommerce Setup

- Domain & hosting
- Installing WordPress
- WooCommerce setup
- AI-assisted website setup guides
- Activity: Launch WooCommerce store

Week 14: Website Design & Blogging

- Theme customization
- Creating pages (Home, Shop, Blog)
- Blogging for SEO
- AI blog writing (SEO-optimized articles)
- AI keyword clustering
- Activity: Publish AI-generated blog content

Week 15: Digital Marketing for Ecommerce

- Facebook & Instagram ads
- Content marketing strategy
- Influencer marketing
- Email marketing basics
- AI ad creatives (copy + visuals)
- AI audience targeting suggestions
- AI influencer discovery tools

Week 16: Scaling & Final Project

- Scaling strategies
- Analytics & performance tracking
- Business automation
- Final project presentation
- Activity: Launch full AI enabled ecommerce store





Assessments & Activities

- Assignments (practical tasks)
- Mid-course project (Daraz or Shopify store)
- Final project (complete ecommerce business)
- Class participation
- Freelancing Portfolio creation

Tools Covered

- Shopify
- Daraz Seller Center
- WordPress + WooCommerce
- Facebook Ads Manager
- Google Analytics

Final Outcome

Students will graduate with:

A live ecommerce store (Daraz / Shopify / WooCommerce)

Product listings ready to sell

Marketing campaigns setup

Real-world ecommerce skills

