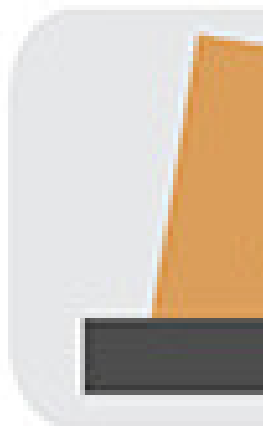


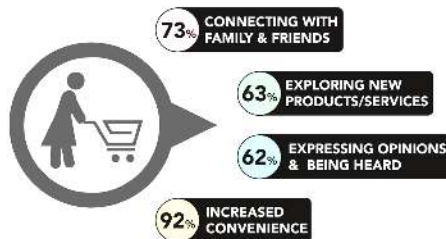
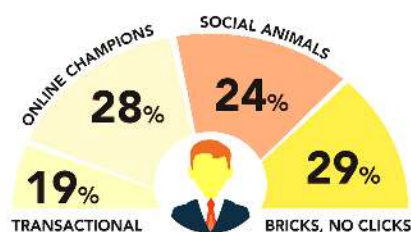
COURSE BROCHURE



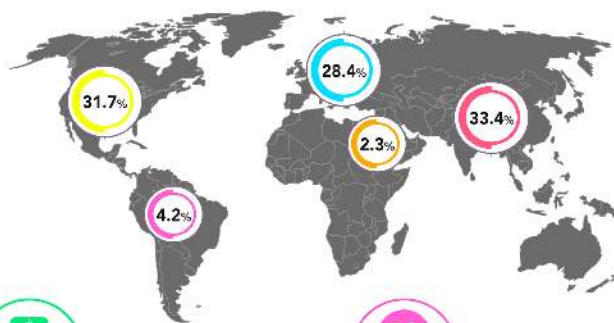
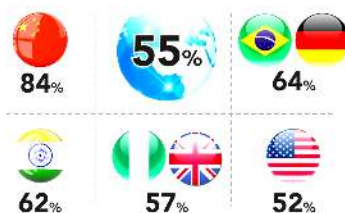
CERTIFICATION IN E - COMMERCE



PERTECNICA ENGINEERING



CONNECTED CONSUMERS WANT TO SHOP ONLINE



2015
ASIA-PACIFIC
PROJECTED TO LEAD
WORLD WIDE
E-COMMERCE SALES



ABOUT THE COURSE

Pertecnica Engineering & Consulting has launched certification program in E-COMMERCE for working Executives & Management Graduates. This program is designed on the lines of India's "Make in India" vision.

OBJECTIVE OF THE COURSE

- Develop in-depth understanding of ONLINE Retail & E-COMMERCE sector
- E-Retail store Development & Management
- Addressing key challenges, Integrated approach to ONLINE retail stores
- Fulfill the Industry needs by developing the required skills in prospective employees and students
- Develop E-commerce business acumen on Design, Business Development, Transaction management & supply chain systems

The objective of this course is to make students to have a successful career and be a global leader who would be able to analyze any complex business situations and come up with strategies, solutions to overcome

OUR TRAINING COVERS THE FOLLOWING TECHNICAL SKILLS

- Selection of a retail store (E-COMMERCE) format –Business analysis
- Commerce architecture design&infrastructure
- Homepage arrangement
- Data components
- Store management tools
- Web design & Graphic design concepts
- Web hosting
- Content writing & Management
- Catalog & Brochure development
- Web analytics
- SEO & Paid advertising
- Procurement
- Warehousing
- Transport, Delivery
- Merchandising
- Selling & services
- Financial & Sales reporting
- Case studies

Course Duration:- This is a Three months training program

Course Fee - Rs 36,000/-

INDUSTRIES COVERED



JOBS ELIGIBLE FOR



TOP COMPANIES HIRING

