

Workshop on E-Commerce for Entrepreneurs / Start-ups

Friday & Saturday, January 20 & 21, 2017 • 10.00 a.m. to 6.00 p.m.

CELEBRATING
60
AMAZING
YEARS



at Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

- Objectives** : • To convert ideas into macro level plan for digital commerce & marketing **Batch-10**
• To understand and avail opportunities for business expansion for entrepreneurs
• To impart clear understanding of E-Commerce Models, Dos and Don'ts of doing online business and Resources (technology – processes – people – fund) required
• Understanding the scope / facets of online business
• Learning basics on how to start, make, promote, execute and fulfilment
• What will be the need of cost effective IT Infrastructure
• Having fair & transparent picture of current industry scenario
- Target Group** : • Retail Chain Owners; B2B & B2C Traders; SME - Manufacturers & Service Providers; Digital Start-ups & Young Entrepreneurs; Students
- Components** : • Understanding the Basics of Digital Commerce: a) What is digital commerce?; b) Core model, components and aspects of digital commerce; c) Types and levels of digital commerce; d) Marketing / Selling Channels available
• Selling via Market Places:a) What is market place; b) Process to start selling on market place; c) Areas to look at / tools to be used
• Defining Plan for own e-Commerce channel: a) How to design own business model; b) Defining processes and scope
• Resources to be planned: a) IT Decisions – one time / incremental development / technology options; b) Manpower – type of people needed; c) Budgeting – own / funds; d) Warehousing & Logistics – current challenge in India; e) Legal aspects – current challenge in India
• Getting Customers & Managing them: a) Marketing – digital marketing activities to be done every month; b) Customer experience management
• Current Scenario of India
• Sustaining as Start-up:a) Making MVP: b) Levels of funding, Dos and Don'ts of fund raising
- Methodology** : Discussions, Live Examples, Case Studies, Business Plan Game
- Faculty** : **Mr. Vatsal Shah** (Management Consultant & Speaker – Pragmatic Consultancy). With industry exposure of 13+ years and passion of bringing transformation and growth to organizations and individuals, he founded Pragmatic Consultancy & DIMC. He is expert in management consulting, business process automation & change management. He has been instrumental with SMEs in India, China & USA. He has been a panel member & speaker in Online Retail Conferences in India and contributor in various companies' online success.
- He holds Masters in IT and in Management and has experience in E-Commerce, IT-Software, ERP, Business Processes, Strategy Planning, Marketing & Sales Development and Corporate Training. He also delivers sessions in various Business Schools, Organizations & Institutions.
- So far he has taken 8 batches on e-commerce at AMA
- Fee** : Rs. 3000/- per participant (Inclusive of Service Tax). Fee includes course fee, course material, lunch and refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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January 20 & 21, 2017

Registration Form: Please fill-in and return this form along with participation fee to:

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

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Name(s)	Designation
1.	
2.	
Organisation:	
Address:	
	Pin Code:
Phone:	Mobile:
E-mail:	Fax: