



Building an Online Business



TRAINING OPTIONS:

- Online - unaccredited
- Classroom – unaccredited

WHAT WILL YOU RECEIVE?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion

Course Outline

OVERVIEW

You can take advantage of this new way of doing business whether you want to set up a part-time venture or create the next million-dollar enterprise. This one-day course will give you everything that you need to build a successful online business.

OUTCOMES

You will learn:

- Define what an online business is
- Identify opportunities for an online business
- Find resources to support your business
- Create a business strategy that includes a business plan, budget, and marketing plan
- Begin setting up a website, mobile presence, and storefront with e-commerce support
- Decide whether or not your online business can benefit from joining an online marketplace
- Market your online business using social media and the Internet

DURATION

9am – 11am (online) OR 9am – 2.30 pm (classroom)