

PRESS RELEASE
Entrepreneurship Development and Innovation Institute
Three Days Entrepreneurship Development Programme on E-Commerce

Entrepreneurship Development and Innovation Institute (EDII-TN), Chennai is organizing a 3 days training programme on “E-Commerce” from 26.02.2025 to 28.02.2025 at EDII Campus Chennai.

Subjects covered under:

1. Introduction to eCommerce
 - What is eCommerce?
 - Types of eCommerce models
 - Advantages and Challenges
2. Setting up your online store
 - Choosing an E-Commerce Platform
 - Domain and Hosting
 - Designing Your Store
 - Setting Up Payment Gateways
3. Product Management and Inventory
 - Product Research and Selection
 - Product Listings
 - Inventory Management
4. Digital Marketing for Ecommerce
 - Search Engine Optimization (SEO)
 - Social Media Marketing
 - Email Marketing
 - Pay-Per-Click Advertising (PPC)
5. Managing Operations and Logistics
 - Order Management
 - Shipping and Delivery
 - Returns and Customer Support
6. Financial Management for Ecommerce
 - Budgeting and Forecasting
 - Pricing Strategies
 - Performance Metrics
7. Scaling and Growth
 - Expanding Product Lines
 - Entering New Markets
 - Automation and Outsourcing

For further information, please visit website www.editn.in. Please contact the following telephone / mobile numbers on working days (Monday - Friday) between 10 A.M. to 05.45 P.M for further information.

Pre-registration required

For further details please contact:
Entrepreneurship Development and Innovation Institute –
Telephone and Mobile No: 90806 09808 /
9841693060/96771 52265

Director

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