



CALL FOR EXPRESSION OF INTEREST

Intensive Training Programme in

ECOMMERCE

October 17, 24, 31, 2020

The Caribbean Export Development Agency is the only regional export and investment promotion Agency in the African Caribbean and Pacific (ACP) States. The Agency was established by an Inter-Governmental Agreement signed by the 15 States of the Caribbean Forum (CARIFORUM), namely: Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Dominican Republic, Haiti, Grenada, Guyana, Jamaica, Saint Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, Suriname, and Trinidad and Tobago.

Caribbean Export's mission is to increase the competitiveness of Caribbean countries by providing quality export development and trade and investment promotion services through effective programme execution and strategic alliances. Since its inception, the primary source of funding has been the European Development Fund (EDF). During the period 2017 to 2021 the Agency is executing a work programme with funding under the 11th EDF Regional Private Sector Development Programme (RPSDP).

As the coronavirus (COVID-19) outbreak continues to evolve, firms in the Caribbean are being faced with store closures, changes in customer behavior and disruptions in supply chains. To ensure business continuity, firms must now meet customers where they are, that is, online.

In response to the need by Caribbean firms to enhance their ability to start their online business or to increase online sales, Caribbean Export is providing online training workshops for CARIFORUM firms in ecommerce.

The training workshops follow a series of webinars on ecommerce that were hosted by Caribbean Export in June 2020, with approximately 1,500 participating delegates over 4 days. The significant demand for information on ecommerce has motivated the Agency to develop this intensive training programme in ecommerce for delivery in October 2020.

CARIFORUM firms are being asked to express an interest in participating in one of the three online intensive training sessions which will be held on the 17th, 24th and 31st of October. The sessions will be facilitated by the eCommerce Training Academy. Firms will be evaluated and selected by a panel of advisors.

The selected firms will participate in a 1-day intensive training programme, either on the 17th, the 24th or the 31st of October. The sessions will begin at 8:30 am and conclude at 3:30 pm AST. Each class will have no more than 20 participants allowing for interaction and coaching.

Deadline for application: Friday, 9 October 2020

Registration fee: US\$250

TRAINING WORKSHOP CURRICULUM

5 LESSONS: The eCommerce Blueprint by eCommerce Training Academy

1. The Product
2. The Business
3. The Platform
4. The Marketing
5. The Growth

LESSON #1: The Product

Topics

1. How to research the competition online
2. How to define your target audience
3. How to position your product
4. How to differentiate your brand

LESSON #2: The Business

Topics

1. How to setup your eCommerce business
 - Get Noticed (business name, URL domain & branding)
 - Get Legal (business structure, taxes, certificates etc.)
 - Get Paid (setup banking, credit card merchants, 3rd party payments etc.)
2. How to operate your eCommerce business
 - Staffing
 - Technology
 - Marketing
 - Customer Service
 - Inventory Management
 - Fulfillment & Logistics
3. How to meet customer expectations online
 - The experience
 - The service
 - The product

LESSON #3: The Platform

Topics

1. How to sell products online
 - Hosted eCommerce
 - Self-Hosted eCommerce
 - Online Marketplaces

2. How to choose the right eCommerce platform
3. How to create an online store that sells (8-Steps)

LESSON #4: The Marketing

Topics

1. The importance of analytics
2. 3 Ways to Market Your eCommerce Business
3. How to market your eCommerce business with a limited marketing budget
 - Content marketing
 - SEO
 - Email Marketing
 - Social Media
4. How to advertise your eCommerce business
 - Search Ads
 - Social Media Ads
 - Audio & Video
 - Collabs (bloggers, influencers etc.)
 - Public Relations
 - Traditional (TV, Radio, Newspapers etc.)

LESSON #5: The Growth

1. How to grow an eCommerce business (The Formulas)
2. How to improve website conversions
3. How to turn shoppers into repeat buyers

WORKSHOP SCHEDULE

08:30am - Welcome & Introductions

09:00am - Lesson #1: The Product

10:00am - Lesson #2: The Business

11:00am - Lesson #3: The Platform

12:00pm - General Q&A Session #1

12:30pm - Lunch

01:00pm - Lesson #4: The Marketing

02:30pm - Lesson #5: The Growth

02:45pm - General Q&A Session #2

03:30pm - Closing

THE BENEFITS

The firms participating in the intensive training programme will also have:

- Access to information on best practices & recommendations
 - Personal advisory services provided by experts from the ecommerce company, Ethniv Inc.
 - Access to the eCommerce Training Academy's online Facebook page
 - Receive a certificate of participation from the eCommerce Training Academy
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The presenter

About Alaa Hassan

eCommerce & Digital Marketing Executive & Coach
18+ Years of ecommerce Experience

Vice President, Digital Commerce & Growth at LeSite.ca
Founder of eCommerceTrainingAcademy.com

Passionate about helping companies build a profitable
8-figure (10+million) ecommerce business since 2001.



Alaa's Experience

- ✓ LinenChest.com
- ✓ Helped double yearly online sales from 7 to 8 figures in less than 2.5 years
- ✓ BeyondtheRack.com
- ✓ Helped grow marketplace sales (Amazon/Ebay) from 0 to 6 figures in less than 6 months
- ✓ iNetVideo.com
- ✓ Helped grow sales from \$1million to \$19.5 million in a year!
- ✓ 200+Brands - I advise hundreds of brands on a daily basis on how to grow their online business

Brands Alaa has supported



How to apply for the training:

1. Submit the online application form duly filled by Friday, 9 October 2020
2. Successful candidates will be notified by Tuesday, 13 October 2020
3. Make payment of US\$250 once approved for the programme

In view of the limited capacity of each session (maximum 20 firms per session), you are advised to send your expression of interest as soon as possible.

Questions

Please direct all questions to:

Suzette Hudson at shudson@carib-export.com

Natasha Walcott at nwalcott@carib-export.com

