

E-Commerce For Start-Ups: All You Need To Know

Course Outline

In this course, you will:

Day 1:

- Overview of the e-Commerce framework.
- Fundamentals of various e-Commerce Business models.
- Benefits and challenges of managing e-Commerce.
- Exploring e-Commerce platforms to host websites for startups.

Day 2:

- Guide to starting an online business in Singapore
- Sources of different e-Commerce funding and Crowdfunding campaigns.
- Success factors for e-Commerce startups.

Day 3:

Five legal things you need to know for e-Commerce startups

- Incorporating your startup business
- Managing your electronic contracts and transactions.
- Protecting your intellectual property rights
- Observing personal data protection laws
- Safeguarding your business reputation