

Master your craft for online Profits: Sewing

Course Outline

Day 1 – Making a Handmade Craft

- A. Introduction to Sewing
 - Orientation to parts of the sewing machine and types of sewing machines
 - Threading the sewing machine
 - Basic Stitching (locking stitch, straight stitching) with sewing machine
 - Basic terminology about fabric

- B. Make a Basic level Zipper Pouch
 - Pinning technique
 - Attaching a regular zipper

- C. Make an Advance level Reversible Color-Block Tote Bag Workshop
 - Creating a reversible lining
 - Preparing gussets

Day 2 - How to Setup and Promote a Successful Online Store

- 1. Introduction
 - A. Introduction to eCommerce
 - B. Market Research
 - C. Target Audience
 - D. Creating a unifying Theme for a Product
 - E. Store Branding

- 2. Marketplace
 - A. Introduction to Marketplace
 - B. Why you should use Marketplace
 - C. How to take advantage of Marketplace
 - D. Payment & Shipping Methods
 - E. Setup PayPal

- 3. Marketplace Platforms
 - A. e-Commerce Platforms to Set up Your Online Store
 - a. Shopify
 - b. WooCommerce
 - c. Magento
 - B. Commission-based, Singapore Based Marketplaces
 - a. Qoo10
 - b. Lazada
 - c. Amazon
 - d. Reebonz
 - C. Without Commission, Singapore Based Marketplace
 - a. Carousell
 - b. Gumtree
 - D. Sell on Social Media
 - a. Introduction to Social Commerce
 - b. Facebook Marketplace
 - c. Facebook Groups

4. Product Promotion using Social Media Platforms
 - A. Setting up Social Platform Business Pages
 - B. How to market your product via social platforms
 - C. Digital Storytelling – Native & Native Content
 - D. How to get consumer insights using free analytics tools
 - E. Free Content Creation Tools and Resources

5. Hands-on Session
 - A. Building an online store – (step by step)
 - B. Brand Identity – you will learn how to build brand identity, logo, text layout using free online tool
 - C. Create engaging content using image editing tool content

Trainer's Profile

Making a Handmade Craft

Shareen pursued her Fashion Design studies at the Fashion Institute of Design & Merchandising (FIDM) in Los Angeles, where she was inspired to bring the sharing and embracing spirit of "makerspaces" back to Singapore. As a student, she won 1st place and was a finalist for a few competitions co-organized by FIDM & Cotton Incorporated. She then worked as a Fashion & Textile Designer in Los Angeles and also interned for companies like BCBG Maxazria. She has since completed digital fashion & textile courses at the Central Saint Martin's College in London and also worked as a sportswear designer.

How to Setup and Promote an Online Store

Mr Ahsan Uddin, School of Film & Media Studies

Ahsan is an educator and consultant with a wealth of experience in print and digital media. Graduated from Central Saint Martins London, his areas of special interest include Digital Insight, Art Direction, Industry Collaboration, Relationship Management, Branding and Digital Marketing.

Besides teaching digital media, Ahsan is the course chair of Diploma (conversion) Digital Media Design. Concurrently, he is the CET coordinator – looking after industry courses, and a freelance consultant for private industry and public organisations.

Ahsan has worked with many wonderful organizations, including Disney Singapore, Singapore Sports Council, Ministry of Education, Ministry of Transport, Inland Revenue Authority of Singapore, Unilever Singapore, Singapore Exchange, IPG, Carbon Singapore and many more local and international brands.