

Building an Online Business

The Internet has changed the way that we work, live, shop, and play. 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.

What Will Students 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

What Topics are Covered?

- ✓ How Online Businesses Can Benefit You
- ✓ Laying the Groundwork
- ✓ Creating a Business Plan
- ✓ Breaking Down the Plan
- ✓ Building Your Online Business
- ✓ Internet Marketing Basics

What's Included?

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

Pre-Registration Information

Yes! I would like to attend **Building an Online Business!** Sign me up for the following session:

- Midrand, Gauteng
- Cape Town, Western Cape

- All workshops are from 8:30 a.m. until 4:30 p.m.
- Cost: R1550.00 per person
- Prices and dates are subject to change.

Your Information

Name: _____

Position: _____

Organization: _____

Telephone: _____

E-mail Address: _____

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