



ITS TIME TO MOVE YOUR BUSINESS FROM LOCAL TO GLOBAL WITH E-COMMERCE!

CHAMBER E-COMMERCE ACCELERATOR PROGRAMME

The High street is suffering from dramatic changes in shopping habits accelerated by the pandemic! Sales and revenues are decreasing and e-commerce is becoming a threat to the conventional high street shops who have not engaged with or transformed in line with new customer expectations.

Shop owners are often not sure where to start, how to start, which platform to use and what to do to survive or grow in the new, changing economic ecosystem.

The Chamber programme is aiming to introduce new and/or boost existing e-commerce sales for local shops who are hesitant to start selling online or would like to improve their sales offering and reach out to new markets across the UK and even into new countries.

The UK is the world's third-largest e-commerce market following China and the US. The size of the e-commerce market in the UK and Japan are relatively close to each other and statistics are showing the UK e-commerce market ranked right below Japan which means that UK consumers are ready to try your products wherever they are.

Free of charge!

Survive and grow during the pandemic!



PROGRAMME MODULES

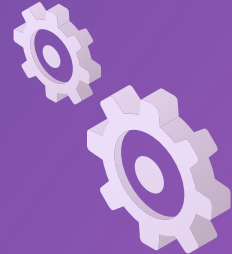
START

- Understanding the differences between marketplaces such as Amazon, eBay, Etsy, Wayfair (Target niches, business models etc.)
- Tips and Tricks



BUILD

- Building your website
- Creating Accounts on Marketplaces
- Building the Infrastructure: Listing Elements - Photo, Studio, Infographics, Stock Photo, Description etc...
- How to List Products?
- How to Decide What to Sell?



SELL

- Keywords, Optimisation
- Marketplace Ads
- Operational Process (FBA, eBay/Etsy/Wayfair: Dispatching etc)
- Packaging



GROW

- Boosting Optimisation
- Ads on Social Media
- Chat Bots
- Vouchers
- Branding
- TradeMark
- Accounting and Tax Matters



Duration

8 weeks. (3 hrs per week. Every Tuesday)

Where

Zoom and/or MWS

Starts

12.01.2021

Eligibility

- Local shop owners/managers
- New to e-commerce (Haven't started yet or not selling well with existing online methods)

Capacity

- Up to 10 individuals (1 person per company)

How to Apply:

www.maidenhead.org.uk/chamber-events/e-commerce-accelerator/

info@maidenhead.org.uk

Executed By:



Supported By:

