Course : PrestaShop, create and manage your e-commerce site

key stages in the organization of e-logistics
Practical course - 3d - 21h00 - Ref. SPL
Price : 1820 € E.T.

Creating an e-commerce site can be complex, both technically and legally. Integrate your products, choose a hosting provider to suit your ambitions, manage your inventory and orders. This course will help you master the e-commerce supply chain and create a dedicated site using the Prestashop CMS.

Teaching objectives

At the end of the training, the participant will be able to:

- Understanding the specifics of e-logistics
- Optimize e-commerce flows, storage, order preparation, delivery and returns
- Building e-logistics around e-customer expectations
- Setting up an operational e-commerce site with Prestashop
- Manage and track the activity of a merchant site

Intended audience
Anyone wishing to create or manage an e-commerce site.

Prerequisites
Basic knowledge of Windows and Web use.

Practical details
Teaching methods
Case studies illustrate the key stages in the organization of e-logistics.

Course schedule

PARTICIPANTS
Anyone wishing to create or manage an e-commerce site.

PREREQUISITES
Basic knowledge of Windows and Web use.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 E-commerce news and trends

- Definitions and key concepts.
- Connected commerce sales channels.
- Understand the regulations applicable to e-commerce.
- Advantages and challenges of e-commerce

2 Steps for creating an e-commerce site

- Needs and target identification and forecast management.
- Integrate logistics and transport constraints.
- Manage customer demand and forecasts.
- Anticipate the impact of seasonality.
- Ensure product availability and stock levels.
- Meeting customer requirements: deadlines and service quality.

Case study
Comparative analysis of e-commerce activities and identification of the logistics specificities implemented.

3 Introducing Prestashop

- Prestashop overview: features and benefits.
- Server configuration and Prestashop installation.
- Exploring the Prestashop administration interface.

Hands-on work
Create product and customer catalogs; Create store home page, categories and product sheets.

4 Adapting order picking to e-commerce

- Optimize order-picking and copacking activities.
- Integrate packaging constraints.
- Comply with customs and tax requirements.
- Manage backorders.

Case study
Illustrations of e-commerce order preparation. Review of the risks of additional costs and specific customs and tax issues.

5 Organizing delivery and transport

- Implement a storage optimization strategy.
- Responding to transport constraints in e-logistics: last mile, tracking...
- Organize delivery, handling of non-conformities, carrier/customer relations.
- Manage and control returns.
- Choose to outsource your logistics/transport operations.

Case study
Successful logistics and transport outsourcing. Identify key success factors and manage risks.

(6) Prestashop site design and customization

- Choosing the right e-commerce theme.
- Change colors, fonts and images.
- Add banners and custom logos.
- Add product categories.
- Import products from an external source.

(7) Managing performance and optimizing operations

- Identify sources of waste and breaks in the value chain.
- Analyze operating times.
- Define KPI's, build dashboards and productivity charts.
- Adapt your IS to the specificities of e-commerce: flows, WMS, TMS, identification, traceability.

Hands-on work
Evaluate the strengths and weaknesses of your e-logistics system. Identify potential optimization projects.

(8) Order management on Prestashop

- Processing of incoming orders.
- Integration of popular payment solutions (PayPal, Stripe, etc.).
- Configuration of security parameters.
- Monitor site activity.

Hands-on work
Finalize the project by integrating a payment source. Set up security and statistical tools to monitor activity. Propose special offers.