

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

key stages in the organization of e-logistics

Practical course - 3d - 21h00 - Ref. SPL

Price : 2140 CHF 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.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

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.