



Marketplace Training

Category:	Marketing Training
Course Duration:	1 Day
Course Level:	Fundamental



Course Introduction

Sell online on the popular Malaysian Marketplace. Our marketplace training will guide you through step by step from creating products, shipping, promotional campaigns and settlements.

Learn step-by-step from the Experts on how to reach ready to buy customers and improve your product visibility on all these marketplaces now.

Course Objective

- Able to setup shop and sell on market places
- Able to understand marketplace ecosystem
- Able to join sales / promotional campaigns
- Able to do shipping and fulfilment

Target Groups

This course is suitable for:-

- Marketing professional
- Online marketer
- Business owners
- Shop owners
- For those want to sell their product in online Marketplaces

Pre-Requisites

In order to attend this training, you need to know:-

- Basic computer features and file explorer
- Browse My Documents
- Save a file and retrieve it from your computer



www.mitm.my



UNIT 1: How the Marketplace Works

An overview of Marketplaces in Malaysia **UNIT**

2: How to Register a Seller Account Register

Seller Account in Lazada

UNIT 3: Product Creation in Lazada

Learn how to create products and import to Lazada platform. Create listing and details

UNIT 4: Lazada Lorikeet

Learn how to use Lorikeet in Lazada and how to make your online store design using various tools.

UNIT 5: Shipping, Fullfilment and Settlement

Doing Fulfilment for Lazada, Shipping and 3PL Overview.

UNIT 6: Customer Support, Review & Sales Techniques

Learn advanced customer support, sales techniques and how to manage reviews.

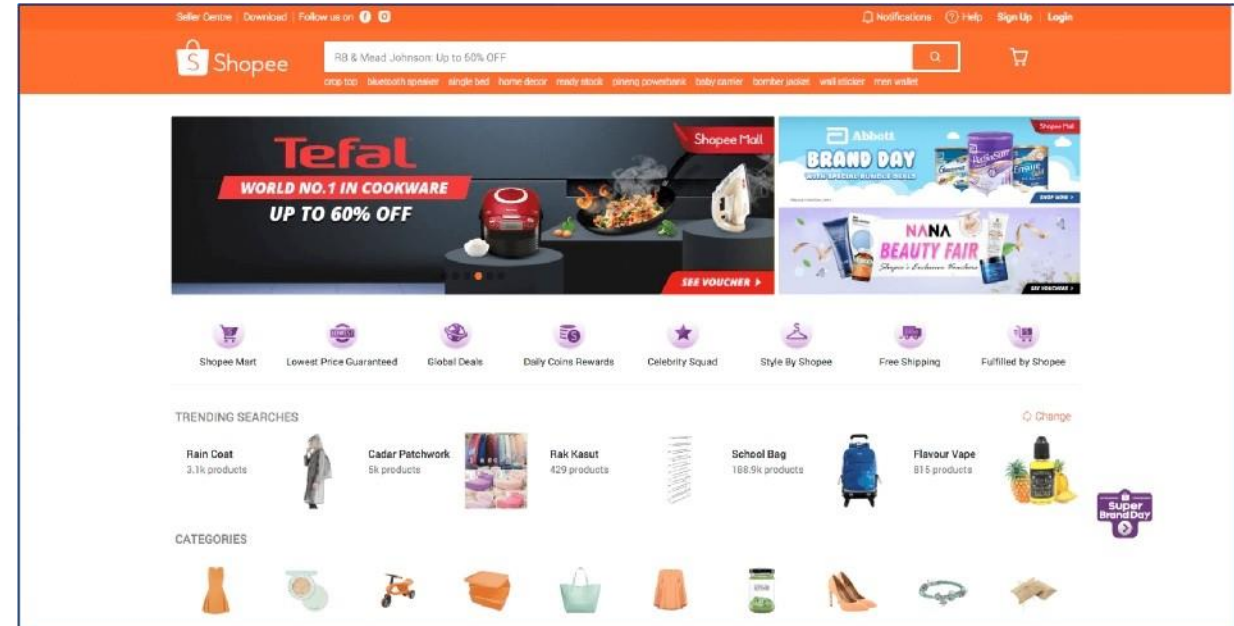
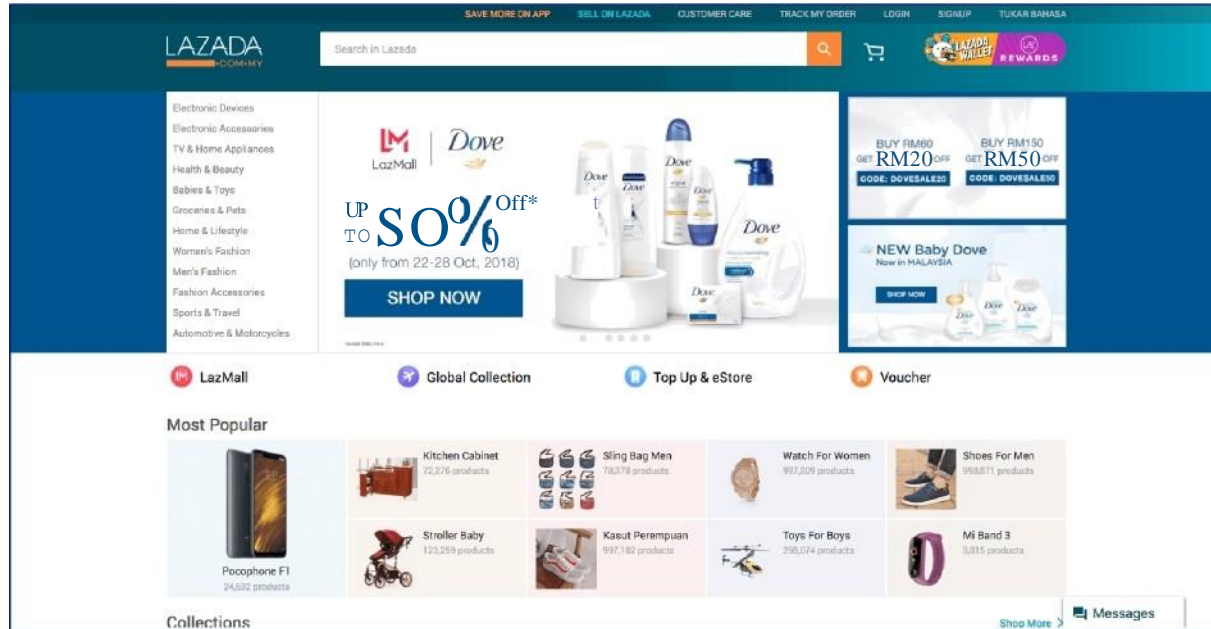
UNIT 7: Shopee

Getting started with shopee and sell products online with Shopee

UNIT 8: Shopee Fulfilments

Fulfil orders in Shopee, Shipping and Settlement

Training Preview



Training Package

In-house Training

The training will be conducted at your office, anywhere, anytime

- Pay per day
- Unlimited participants (recommend below 40 pax).
- Training kit and learning tools will be provided
- Complete step by step latest guidebook
- Support after training for 3 months
- Participation certificate is provided

Public Training

- Pay per pax
- Conducted at MU DOT MY.

For more information about Public Training schedule,

Please click the link below:

<https://www.mu.my/en/calendar/>

How to Register

Online Registration & Online Payment:

- <https://www.mu.my>
- LO Online
- ePerolehan: 357-0224-0271
- Email: hello@mu.my
- WhatsApp: [+6 017 2008 017](https://wa.me/60172008017) / <http://wa.mu.my>
- Telephone: [+6 03 8011 6639](tel:+60380116639)



Payment Method

- LO Online
- ePerolehan
- Cheque
- Cash
- IBG / Online Banking
- Credit Card