Garnet
Garnet Global Training Center

GGT-ER-113

Entrepreneurship, SMEs & Family Business

# Launching an E-commerce Startup

إطلاق مشروع تجارة إلكترونية

| Duration | Language | Formats | Hours | Level |
|---|---|---|---|---|
| **5 or 10 days** | **English or Arabic** | **Classroom, online, in-house** | **35 / 70** | **Intermediate (practitioner)** |

## Overview

Participants in Launching an E-commerce Startup practise the methods, tools and standards they need to perform reliably and solve problems on the job. Start, grow and govern businesses, from first idea to family succession. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

## What you will be able to do

- Apply the methods and standards of Launching an E-commerce Startup to real tasks.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.

## Who should attend

Founders, SME owners, family business members and innovation managers. Practitioners with one to five years of experience benefit most.

## Key topics

- Business models and planning
- Funding and investors
- Growth and scaling
- Governance and succession
- Digital go-to-market
- Financial basics for owners

## Formats and fees

| | |
|---|---|
| 5-day classroom | **USD 4,750** |
| 5-day online | **USD 2,950** |
| 10-day classroom | **USD 8,950** |
| 10-day online | **USD 5,450** |
| In-house | **Quotation per group** |

Fees per participant, excluding VAT.

## Register or ask

**WhatsApp:** +971 56 674 7382

**Email:** info@garnettrainings.com

**Training:** training@garnettrainings.com

**Web:** garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

## Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

## 5-day outline

### Day 1 Launching an E-commerce Startup: principles and standards

- Digital go-to-market
- Common mistakes and how to avoid them

### Day 2 Methods and tools in practice

- Financial basics for owners
- Business models and planning

### Day 3 Diagnosis and problem solving

- Funding and investors
- Regional and international case studies

### Day 4 Quality, safety and documentation

- Growth and scaling
- Checklists and templates to take away

### Day 5 Workshop, assessment and action plan

- Governance and succession
- Group discussion and peer review

## 10-day outline

### Day 1 Launching an E-commerce Startup: principles and standards

- Digital go-to-market
- Common mistakes and how to avoid them

### Day 2 Methods and tools in practice

- Financial basics for owners
- Business models and planning

### Day 3 Diagnosis and problem solving

- Funding and investors
- Regional and international case studies

### Day 4 Quality, safety and documentation

- Growth and scaling
- Checklists and templates to take away

### Day 5 Workshop, assessment and action plan

- Governance and succession
- Group discussion and peer review

### Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

### Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

### Day 8 Benchmarking against international practice

- Global performance benchmarks
- Hands-on workshop on a workplace challenge

### Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

### Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

## Schedule 2027–2030

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 5–9 Apr 2027 | 5-day classroom | Istanbul | English | 4,750 |
| 14–18 Jun 2027 | 5-day classroom | Abu Dhabi | English | 4,750 |
| 6–10 Sep 2027 | 5-day online | Live online | Arabic | 2,950 |
| 7–18 Nov 2027 | 10-day classroom | Manama | Arabic | 8,950 |
| 10–21 Apr 2028 | 10-day online | Live online | Arabic | 5,450 |
| 10–21 Jul 2028 | 10-day classroom | London | English | 8,950 |
| 14–18 Aug 2028 | 5-day classroom | Geneva | English | 4,750 |
| 11–15 Dec 2028 | 5-day classroom | Dubai | English | 4,750 |
| 19–23 Mar 2029 | 5-day online | Live online | English | 2,950 |

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 9–13 Apr 2029 | 5-day classroom | Barcelona | English | 4,750 |
| 13–24 May 2029 | 10-day classroom | Riyadh | English | 8,950 |
| 12–16 Nov 2029 | 5-day classroom | Abu Dhabi | English | 4,750 |
| 8–19 Apr 2030 | 10-day classroom | Barcelona | English | 8,950 |
| 19–23 Aug 2030 | 5-day classroom | Abu Dhabi | English | 4,750 |
| 8–12 Sep 2030 | 5-day classroom | Kuwait City | Arabic | 4,750 |
| 7–18 Oct 2030 | 10-day online | Live online | Arabic | 5,450 |

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/