

E-COMMERCE MASTERY

From Beginner to Business Builder — Comprehensive 8-Week Applied Program

PKR 11,000

TOTAL INVESTMENT (FEE + ADMIN)

8 WEEKS

DURATION (INTENSIVE APPLIED)

HYBRID

ONLINE & PHYSICAL OPTIONS

Course Mission & Vision

Digital Bunyad Academy bridges the gap between theoretical education and real-world digital execution. This program equips high school graduates, university students, aspiring entrepreneurs, and freelancers in Pakistan with executable e-commerce skills—spanning product sourcing, store architecture, digital marketing, brand development, and financial management.

Program Snapshot & Identity

Core Parameters

- **Course Fee:** PKR 10,000
- **Admission Fee:** PKR 1,000
- **Target Audience:** Beginners, Class 11-14 students, local store owners, and freelancers.
- **Learning Formats:** Live Interactive Webinars (Online) & Hands-on Lab Workshops (Physical).

Graduation Competencies

- Deploy live store on WooCommerce / Shopify.
- Manage marketplace operations on Daraz & Markaz.
- Execute data-driven Meta & TikTok ad campaigns.
- Audit unit economics to maintain net profitability.

Program Visual Roadmap

W1 - W2
Foundations & Sourcing



W3 - W4
Finance & Reselling



W5 - W6
Marketplaces & Web Dev



W7 - W8
Marketing & Capstone

E-Commerce Ecosystem & Market Analysis

The Pakistani digital commerce landscape is undergoing rapid transformation driven by mobile broadband penetration, digital wallet adoption, and shifting consumer behavior. Understanding these macroeconomic figures provides students with realistic benchmarks for business planning.

Pakistani Market Dynamics

According to the International Trade Administration (ITA, 2024), Pakistan's e-commerce market revenue reached over USD 5.2 billion in 2023, with projections estimating growth past USD 6.4 billion by 2026. Cash on Delivery (COD) accounts for approximately 80-85% of total retail orders, though digital payment gateways (EasyPaisa, JazzCash, Raast) are expanding at over 28% year-over-year.

Global Opportunity Benchmark

Global retail e-commerce sales surpassed USD 5.8 trillion worldwide (Statista, 2024). Cross-border platforms like Etsy, Amazon, and Shopify allow skilled Pakistani operators to export digital services, handmade apparel, and manufactured goods internationally.

Business Models Comparison

Students learn to evaluate risk profile, capital requirements, and inventory ownership across primary e-commerce frameworks:

Model	Capital Needed	Inventory Risk	Primary Advantage	Key Operational Challenge
Reselling (Markaz)	Very Low (PKR 0-5k)	Zero Risk	Instant product catalogue access	Lower profit margins per item
Marketplace (Daraz)	Low-Med (PKR 20-50k)	Low to Moderate	Built-in organic customer traffic	Platform commission fees & strict SLAs
Private Label Store	Medium (PKR 50-150k)	High (Stock Ownership)	Brand equity & higher margins	Requires customer acquisition budget
B2B Wholesale	High (PKR 200k+)	Moderate (Bulk Turn)	Large order volume stability	Longer sales cycles and cash ties
Services / Agency	Zero (Skill-based)	None	Immediate cash flow on client work	Client acquisition and time scaling

Strategic Guidance for Pakistani Beginners

We recommend students begin with **Reselling or Marketplace models** during Weeks 1-4 to learn order management and customer interaction without inventory risk, before deploying capital into a custom Private Label web store in Week 6.

Multi-Platform Operational Workflows

A resilient e-commerce business relies on multiple sales channels. The course delivers practical operational mastery across ten major local and international platforms:

1. Markaz App

Target: Zero-capital reselling.

Workflow: Browse supplier catalogue → Share listings to WhatsApp/FB → Collect customer orders with profit margin → Markaz fulfills & collects COD → Profit dispatched to JazzCash/EasyPaisa.

2. Daraz Seller Center

Target: Local marketplace scale.

Workflow: Register CNIC & bank account → Complete Daraz University modules → Upload product listings with SEO keywords → Package orders in Daraz-approved materials → Drop off at local hub.

3. WooCommerce (WordPress)

Target: Owned brand asset.

Workflow: Install WordPress on domain/hosting → Configure WooCommerce engine → Add custom themes & product variations → Connect COD & payment gateways → Optimize checkout flow.

4. Shopify

Target: Rapid brand deployment.

Workflow: Select plan → Customize liquid theme → Configure app extensions (Judge.me reviews, WhatsApp chat) → Integrate local shipping APIs → Launch direct-to-consumer store.

Platform Eligibility & Requirements Grid

Platform	Required Credentials	Target Product Type	Payout Method
Amazon (Global)	Passport / CNIC, Bank Statement, Credit Card	Private Label / Wholesale	Payoneer / US Bank
Etsy	Supported Country Bank/ID (Cross-border setup)	Handmade / Craft / Digital	Payoneer / Direct Deposit
Meta / TikTok	Business Manager, FB Page, Ad Account	Social Commerce Offers	Direct Website Sales

Compliance Notice

Digital Bunyad strictly enforces ethical registration practices. We do not teach or encourage false documents, purchased accounts, or policy bypasses. Platform approvals depend entirely on individual compliance with platform terms.

Financial Engineering & Unit Economics

Many e-commerce ventures fail due to uncalculated hidden expenses such as return shipping fees, packaging costs, and ad spend leakage. Students learn to calculate net profit before launching any product.

The Complete Product Cost Breakdown (Unit Costing)

To maintain profitability in Pakistan's high-COD environment, your retail selling price must account for customer return rates (typically 10–15% for online fashion and electronics):

RETAIL SELLING PRICE (RSP): PKR 2,500

- Sourcing / Landed Product Cost : PKR 900
- Custom Flyer & Box Packaging : PKR 80
- Courier Shipping Cost (Nationwide): PKR 220
- Est. Ad Cost Per Acquisition (CPA): PKR 500
- Platform / Gateway Fee (2%) : PKR 50
- Return Provision Allowance (12%): PKR 180

TOTAL LANDED EXPENSE : PKR 1,930

NET PROFIT PER UNIT : PKR 570 (22.8% Margin)

Key Financial Formulas

Gross Margin %

Gross Margin = $[(\text{Selling Price} - \text{Product Cost}) / \text{Selling Price}] \times 100$

Target minimum: 50% gross margin prior to ad spend.

Break-Even ROAS

Break-Even ROAS = $\text{Selling Price} / (\text{Selling Price} - \text{Expenses})$

Determines lowest ad performance before losing money.

Cash Flow & Working Capital Planning

When operating on Cash on Delivery, courier companies settle funds on 3-to-7 day cycles. Students learn to build cash-flow buffers to prevent stockouts while waiting for courier payouts.

Web Development & Store Customization

A core pillar of the course is hands-on technical instruction. Students build a fully functional, mobile-optimized e-commerce website on WordPress and WooCommerce or Shopify.

WordPress & WooCommerce Track

- Domain mapping & cPanel hosting setup.
- Astra / Cadence theme installation & customization.
- Product creation: Simple, Variable (Color/Size), Digital.
- Plugins: Checkout Field Editor, WooCommerce COD, RankMath.
- Integrating WhatsApp order button & direct checkout.

Shopify Alternative Track

- Theme customization via Dawn / custom section editing.
- Navigation menus, footers, & legal page generators.
- App integrations: Kaching Bundles, Loox Reviews, Tidio.
- Customizing checkout fields for Pakistani address formats.
- Connecting local payment gateways (PayFast, Safepay).

Store Architecture & Page Blueprint

STANDARD E-COMMERCE SITE MAP

HOME PAGE
Hero Banner, Categories, Best Sellers, Social Proof

SHOP / CATALOG
Filters, Grid View, Sorting, Quick Buy

PRODUCT PAGE
Images, Specs, Buy Button, Trust Badges

CHECKOUT
One-Page Form, COD Selection, Order Bump

Hosting & Technical Expenses Note

Demonstration staging servers are provided free during class workshops. Independent domain registration (approx. PKR 3,000/yr) and commercial hosting are optional student investments for live production launches.

8-Week Curriculum — Phase 1: Foundations & Sourcing

WEEK 1: E-Commerce Foundations & Business Models

WEEK 1

Topics: Digital economy introduction, local vs international models, customer buyer journeys, decision metrics.

Practical Task: Complete market assessment survey & define target niche.

Outcome: Validated selection of business model suited to individual budget.

WEEK 2: Product Research, Trends & Supplier Sourcing

WEEK 2

Topics: Spotting winning products using Google Trends & Meta Ad Library; negotiating with local wholesalers in Shah Alam Market (LHR) / Bolton Market (KHI).

Practical Task: Complete a 3-Product Competitive Matrix Worksheet.

Outcome: Verified product line with confirmed supplier pricing.

WEEK 3: Pricing, Profit Engineering & Cash Flow

WEEK 3

Topics: Calculating landed costs, packaging, courier fees, return allowances, and tax basics.

Practical Task: Build an Excel / Google Sheet Costing Calculator for chosen product.

Outcome: Clear pricing structure showing net margin targets.

WEEK 4: Social Commerce & Zero-Capital Reselling (Markaz)

WEEK 4

Topics: Markaz App workflow, WhatsApp Business Catalogue, Facebook Marketplace tactics, organic customer acquisition.

Practical Task: List 5 products on WhatsApp Business & execute demo order.

Outcome: Real-world order cycle experience without upfront inventory spend.

8-Week Curriculum — Phase 2: Build, Market & Scale

WEEK 5: Daraz Marketplace Mastery & Operations

WEEK 5

Topics: Daraz Seller registration, product listing creation, title keyword optimization, order packing guidelines, hub handoffs.

Practical Task: Draft a fully compliant Daraz listing title, description, and spec sheet.

Outcome: Live or staging-ready seller account ready for inventory.

WEEK 6: Web Development — WordPress & WooCommerce

WEEK 6

Topics: Installing WordPress, configuring themes, adding WooCommerce products, setting up COD checkout fields, and mobile responsiveness.

Practical Task: Build a complete 3-page demo store on staging servers.

Outcome: Self-built operational e-commerce store.

WEEK 7: Performance Marketing & Paid Advertising

WEEK 7

Topics: Meta Ads Manager setup, campaign objectives (Traffic vs Sales), target audience selection in Pakistan, creative design using Canva & AI tools.

Practical Task: Draft a 30-day marketing content calendar and test ad creative.

Outcome: Executable ad campaign ready for launch.

WEEK 8: Brand Launch, Local Projects & Capstone Defense

WEEK 8

Topics: Final capstone presentation, local business consulting frameworks, client proposal creation, internship applications.

Practical Task: Present Capstone Portfolio (Store + Cost Sheet + Ad Strategy).

Outcome: Digital Bunyad Course Certificate & Portfolio verification.

Local City Projects & Practical Field Work

To deepen real-world skills, Digital Bunyad Academy connects high-performing students with local physical retailers in their home cities (e.g., local clothing stores, shoe shops, handicraft artisans) to assist in digitizing their inventories.

Local Digitization Tasks

- Shooting clean smartphone photography of local products.
- Creating digital catalogues for WhatsApp Business.
- Building simple WooCommerce stores for local shop owners.
- Setting up Google Business Profiles for foot-traffic visibility.

Professional Standards

- Written client consent before filming or taking photos.
- Strict non-disclosure regarding client sales data.
- Clear scope definition to prevent unpaid overwork.
- Building portfolio case studies for future agency work.

Post-Graduation Support & Internships

While no educational institution can legally guarantee job placements or earnings, Digital Bunyad actively facilitates career advancement through structured support systems:

Support Infrastructure

CV & Portfolio Building

Guidance on presenting store projects professionally to prospective clients or employers.

Agency Introductions

Connecting top 10% graduates with partner e-commerce agencies for interview opportunities.

Alumni Network

Ongoing access to community groups for troubleshooting, supplier updates, and news.

Earning Disclaimer

Digital Bunyad Academy does not promise fixed financial earnings, instant wealth, or guaranteed sales. E-commerce success depends on market demand, personal execution effort, advertising budget, product quality, and external economic factors.

Developer Copy Deck – Website Landing Page Specs

This section provides ready-to-use copy and section ordering for the Digital Bunyad web development team when publishing this course on the official portal.

Section #	Page Element	Approved Copy Deck Content
1. Hero	Main Headline	Master E-Commerce: Build, Launch, & Scale Your Business
1. Hero	Subheadline	An intensive 8-week practical course designed for students and entrepreneurs in Pakistan. Learn store creation, sourcing, and digital ads.
2. Value	Key Features	Hands-on Web Dev • Daraz & Markaz Workflows • Unit Costing • City Projects
3. Fee	Pricing Card	Total PKR 11,000 (PKR 10,000 Tuition + PKR 1,000 Admission). Hybrid options available.
4. Call to Action	CTA Button	[Enroll in Next Cohort] / [Download Full Prospectus]

Website UX & Styling Guidelines for Developers

- **Color Palette:** Navy Blue (#0f172a), Royal Blue (#1e40af), Light Background (#f8faff), Gold Accent (#d97706).
- **Mobile Responsiveness:** Ensure all tables drop into single-column cards on viewports under 600px.
- **Form Integration:** Connect enrollment CTA directly to the student registration portal and WhatsApp helpline.

Frequently Asked Questions (FAQs)

Q1: Do I need prior coding or technical experience to enroll?

No. The course starts from absolute fundamentals. Web development modules use no-code visual builders (Elementor / WooCommerce / Shopify).

Q2: Is a laptop compulsory, or can I learn on a smartphone?

A smartphone is sufficient for Week 4 (Markaz reselling). However, a basic computer/laptop is required for Weeks 5–7 (Store creation, Daraz dashboard, Meta Ads Manager).

Q3: Are domain registration and hosting fees included in PKR 11,000?

The tuition fee covers access to staging practice servers during class. Live commercial domains (.pk / .com) and hosting are separate optional purchases made by the student.

Q4: Will Digital Bunyad approve my Amazon or Etsy seller account?

Account approvals are governed exclusively by the respective platforms based on their identity and documentation requirements. Digital Bunyad provides compliance training but does not guarantee account approvals.

Official References & Data Sources

1. International Trade Administration (2024). *Pakistan - Country Commercial Guide: E-Commerce Landscape*. U.S. Department of Commerce. [\[Link\]](#)
2. Statista Research Department (2024). *Global Retail E-Commerce Sales Forecast 2023-2027*. Statista Market Insights. [\[Link\]](#)
3. State Bank of Pakistan (2023). *Payment Systems Review - Annual Report FY23*. SBP Digital Payments Directorate.

READY TO BUILD YOUR DIGITAL FUTURE?

Enroll today in the Digital Bunyad E-Commerce Mastery Course.

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