



Technocation Freelancing Training Institute & Software House

Daraz E Commerce Training Certification Course Outline

MODULE 1: What is E-Commerce & Daraz?

- Selling and buying online
 - Daraz is a big shopping website
 - Many people use it every day
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MODULE 2: How Daraz Works

- Sellers put items online
 - Buyers order from home
 - Daraz delivers the product
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MODULE 3: Creating a Seller Account

- Go to Daraz seller center
 - Fill name, email, phone
 - Confirm your account
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MODULE 4: Adding Products

- Take clear photos
 - Write short details
 - Set the price
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MODULE 5: Managing Stock

- Keep items ready
- Update stock on time
- Remove sold-out items

MODULE 6: Pricing & Discounts

- Set fair prices
 - Offer small discounts
 - Attract more buyers
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MODULE 7: Order Processing

- Check new orders daily
- Pack items safely
- Send to courier fast

MODULE 8: Delivery & Shipping

- Choose delivery method
- Track your parcels
- Keep customers updated

MODULE 9: Customer Service

- Reply to questions
- Be polite and helpful
- Solve problems fast

MODULE 10: Daraz Campaigns

- Join sale events
- Offer special deals
- Get more customers

MODULE 11: Marketing Your Shop

- Share on social media
- Post nice product photos
- Use Daraz ads

MODULE 12: Growing Your Business

- Add more products
- Improve your service
- Learn from feedback

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