



TRAINING

Dropshipping

LEARNING OBJECTIVES

- Understand the dropshipping business model and its challenges
- Learn how to select a niche, a supplier and a pricing strategy
- Build a high-performing and automated online store
- Deploy profitable marketing campaigns to generate sales

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

E-commerce professionals, project leaders or online store creators

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,680 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to dropshipping
 - Definition, operations, advantages and limitations
 - Overview of platforms (Shopify, WooCommerce, Dropizi...)
 - The no-inventory e-commerce ecosystem
- Choosing your market and suppliers
 - Identifying a profitable niche
 - Selecting the right products
 - Finding reliable suppliers (AliExpress, CJ Dropshipping, private agents...)
- Building your online store
 - Creating a Shopify store or equivalent
 - Design, purchase funnel, branding and product copywriting
 - Setting up payment methods, shipping and customer support
- Launching your marketing strategy
 - Facebook Ads, TikTok Ads, Google Ads: best practices
 - Creating advertising visuals and videos
 - Monitoring profitability (ROAS, CPA, average order value...)
- Automation and tools
 - Order management tools (DSers, AutoDS...)
 - Emailing, cart recovery and customer follow-up
 - CRM, upsell and retargeting
- Practical workshop
 - Creating a store from A to Z
 - Simulating go-live and campaign launch
 - Result analysis and recommendations

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to launch and manage a dropshipping business independently, master acquisition and automation fundamentals, and optimise e-commerce profitability.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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