

## 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](mailto:contact@crews-education.com)  
[www.crews-education.com](http://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

### Crews Education

## **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](mailto:handicap@crews-education.com)

Accessibility to international attendants, contact us: [international@crews-education.com](mailto:international@crews-education.com)

## **CONTACTS**

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