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## College Africa Group - Building an Online Business

The Internet has changed the way that we work, live, shop, and play. You can take advantage of this new way of doing business whether you want to set up a part-time venture or create the next million-dollar enterprise. This one-day course will give you everything that you need to build a successful online business.

This one-day workshop will teach participants:

- Define what an online business is
- Identify opportunities for an online business
- Find resources to support your business
- Create a business strategy that includes a business plan, budget, and marketing plan
- Begin setting up a website, mobile presence, and storefront with e-commerce support
- Decide whether or not your online business can benefit from joining an online marketplace
- Market your online business using social media and the Internet

### **How Online Businesses Can Benefit You**

More businesses are looking to the Internet as a marketplace for their services and goods. In this session, students get a look at the evolution of shopping and why an online business could be the right move for an entrepreneur.

### **Laying the Groundwork**

If you've got an idea for an online business, you've come to the right place. This session provides your students with a look at the process of developing a business idea.

### **Creating a Business Plan**

Regardless of what type of online business you are considering, it needs a business plan. Students will learn here about the key components of a good business plan and resources to use. It also provides a sample business plan to help illustrate the point.

### **Breaking Down the Plan**

There are some elements in a business plan that require close attention and thought, especially in the marketing and finance sections. This session provides students with a close look at those sections and also discusses how to make use of crowdfunding to raise money for your business.

### **Building Your Online Business**

With your plan ready to go, the next step is putting together the basic elements of your online business. This session gives students lessons in the elements, such as brand presence and office space, while also delving into websites, e-commerce options, mobile strategies, social media, as well as online marketplaces.

### **Internet Marketing Basics**

Marketing will help drive your online business to success, so don't overlook it. There are several options on social media to market your students' businesses and they are discussed in this session. Touched upon

here is the use of blogs, plus some tips for Facebook, Twitter, Instagram, Pinterest, and YouTube, and show you some businesses that are using these platforms successfully.

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