

ONLINE MASTERCLASS



JBS
JOHANNESBURG
BUSINESS SCHOOL

Drop-shipping and e-commerce models for SA entrepreneurs

ABOUT THIS MASTERCLASS:

Digital transformation and the increasing redundancy of the traditional business model are just a few of a long list of COVID-19 effects on the world of business. The pandemic has proven that in times of difficulty, innovation becomes vital.

The JBS Masterclass on Dropshipping and e-Commerce Models for SA Entrepreneurs provides a practical overview of e-commerce business models that are relevant to entrepreneurs and small- to medium-sized enterprises (SME) owners. The Masterclass will focus on the concept of Dropshipping and cover additional topics including:

- Understanding e-commerce business models
- The challenges in adopting e-commerce business models
- Dropshipping strategies for new and existing businesses
- What you need in order to start a Dropshipping business



FACULTY:

Philasande Sokhela is a faculty member at the Johannesburg Business School.

He facilitates on innovation in marketing, trends in SMEs and entrepreneurial capacity development. His teaching cuts across a range of complementary disciplines that encompass digital marketing, brand management, entrepreneurship and the business of fashion. Philasande is passionate about developing entrepreneurial talent. His passion has led him to work with over 200 entrepreneurs in numerous township economy revitalisation initiatives in partnership with the Gauteng Department of Economic Development and the Gauteng Enterprise Propeller.

COURSE DETAILS:

DATE:	10 July 2020
SESSION TIME:	11:00 – 12:30
VENUE:	Online conferencing. The conference link will be sent upon registration.
FEE:	R350 per person
ENQUIRIES:	execed@jbs.ac.za
REGISTER HERE:	https://bit.ly/2Bi0aja

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