

Training program

“Start” Training (FR/EN)

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PREREQUISITES	Only knowledge of ecommerce basics (products, taxes, carriers...) is required, no technical knowledge is necessary. Your PrestaShop store is in version 1.7 (or later)
AUDIENCE AND ACCESSIBILITY	<p>You are planning to start an ecommerce business and to create an online store.</p> <p>You are already working on a PrestaShop store in version 1.7 (or later) or you are planning to open one soon.</p> <p>You want to be quickly autonomous on the use of PrestaShop software.</p> <p>A preliminary meeting with the disability advisor to define the terms of access may take place.</p>
OBJECTIVES OF THE TRAINING COURSE	<p>This training course allows you to discover and immediately use the PrestaShop solution to create an online store. The PrestaShop training course provides all the knowledge necessary to start an ecommerce business by alternating theory and practical cases.</p> <ul style="list-style-type: none">- Create your ecommerce website- Master the many features of PrestaShop- Set up the content and design of your store, define your product categories, your payment methods, your carriers and manage your customers- Put your store online- Develop the management of your business.
EVALUATION PROCEDURES	In order to validate the skills acquired, a MCQ test is scheduled at the end of the training course. Different tests are also planned during the training course.
CONDITIONS OF REALIZATION	The training course is led by an expert of the PrestaShop solution, a certified PrestaShop trainer.
TEACHING METHODS	The training is conducted online. A course material is provided to each trainee. A large place is given to questions/answers so that each participant can perfectly understand the features they will use in their daily activity.

DURATION, LOCATION AND ACCESS TIME	<p>1 day: from 9am to 6pm with a 1-hour lunch break. The training course is conducted online, the link of the training course is sent as soon as the registration is validated.</p> <p>Access time to the training course: 72 hours You will be contacted by the training team before the beginning of the training course.</p>
PRICING	<p>€700 (excluding tax) per person.</p>
FINANCING OF YOUR TRAINING	<p>Do you benefit from a training budget as part of your company's training plan or from other arrangements? Whether you are a company director, a young manager, a project manager of an ecommerce site, or the manager of your site, you can finance your training course!</p> <p>Contact us directly by email at the following address: formation@prestashop.com, contact: Christophe Bernon, or by phone at +33 (0)1 40 18 30 04, to build your financing file!</p> <p>Our team will answer you within the day!</p>

PROGRAM

Presentation of PrestaShop

Purpose of an ecommerce site. Main features. Local/remote installation.

PrestaShop on the user side (Front Office): home page elements, navigation system, modules.

Prestashop on the administrator side (Back Office): the administration panel, the tabs.

Definition of essential preferences:

- Creation of employee accounts

- Creation of profiles and permissions
- Setting up company information
- Maintenance of your store
- Setting up preferences.

Launching your catalog

- Analysis on the relevance of the wording used
- Creation of a category and a sub-category
- Creation of a basic product
- Setting up the product sheet

Management and optimization of a product:

- Creation of a product pack
- Creation of a downloadable product
- Management of the product stocks ...

Catalog analysis

- Catalog follow-up
- Catalog evaluation

Implementation of Transport rules:

- Creation of a carrier
- Creation of zones
- Creation of transport costs

Tax and currency payment management:

- Setting up payments, creating and managing taxes...

Management of customers:

- Creation of a customer account, management and modification of a customer account, group concept
- Analysis of customer behavior (management of abandoned shopping carts)

Sales administration :

- Order management, invoice management,
- Creation of an internal order
- Management of refunds
- Creation of credit notes

Creation of promotional tools

- Specific prices
- Shopping cart rules
- Catalog pricing

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