digi pro
Learn | Grow | Succeed

COURSE OUTLINE

PRACTICAL ECOMMERCE BOOTCAMP

Build your own Shopify store

Find a product, build the store, test your first order and plan your first Meta Ads campaign.

10 weeks	On campus	PKR 25,000
2.5 months	Iqbal Town, Lahore	Course tuition

What you'll practise

PAKISTAN

Local eCommerce

Product sourcing & cash on delivery

Practise dispatch, returns and matching courier payouts.

USA, UK & UAE

International eCommerce

Branded stores & dropshipping

Compare costs and delivery, then simulate checkout for one overseas market.

What you'll leave with

- A mobile Shopify store
- A tested checkout
- A product profit worksheet
- A first Meta Ads plan

Bring a product idea or use one you already sell.

913 Ravi Block, Allama Iqbal Town, Lahore

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HOW THE BOOTCAMP WORKS

Who you'll learn with

Each week combines a trainer demonstration, practical work and feedback on your own project.



LEAD SHOPIFY TRAINER

Hafiz Muhammad Waqas Asif



SELECTED GUEST LECTURES

DigiPro Founder

THE 8-STEP ROADMAP

01 **Hunt** Pick a product	02 **Source** Check suppliers	03 **Brand** Shape your offer	04 **Build** Set up Shopify
05 **List** Publish the listing	06 **Price** Protect your margin	07 **Deliver** Practise orders	08 **Launch** Test and review

ONE PROJECT, TWO MARKET PERSPECTIVES

Build for Pakistan, then assess where the same product could sell overseas.

AI-ASSISTED RESEARCH AND COPY

Use AI for research, branding, product copy and ad ideas. Verify facts and claims before publishing.

WEEKS 01-03 / HUNT, SOURCE & BRAND

Find what's worth selling

Choose a product and work out who might buy it before paying for inventory.

WEEK 01 HUNT

Choose a product worth testing

LOCAL · PAKISTAN

Define your buyer and compare three product ideas using prices, reviews, competitor ads and, where possible, buyer feedback. Estimate costs and selling prices. Set up your Shopify workspace and check access.

INTERNATIONAL

Screen the USA, UK and UAE for demand signals, competing offers and likely shipping or payment constraints.

YOU'LL MAKE A three-product shortlist, one chosen product and a rough startup budget.

WEEK 02 SOURCE

Find and evaluate suppliers

LOCAL · PAKISTAN

Request supplier quotes. Compare minimum order quantities, lead times, quality and replacement terms. Pick a preferred supplier and a backup, then plan what to check on a sample.

INTERNATIONAL

Compare a branded-store model with dropshipping. Weigh shipping from Pakistan, supplier-direct fulfilment and holding stock in the target region.

YOU'LL MAKE Supplier quotes, a sample-check plan and a proceed, revise or stop decision.

WEEK 03 BRAND

Define the brand and offer

LOCAL · PAKISTAN

Write your customer promise and draft a name, logo and colour palette. Use AI to explore options, then check names, claims and wording yourself.

INTERNATIONAL

Adapt one offer for an overseas buyer. Check terminology, sizing, units and what your delivery promise can support.

YOU'LL MAKE A one-page brand sheet with Pakistan and overseas versions of the offer.

WEEK 2 CHECKPOINT

Review supplier quotes, estimated costs and the sample plan with your trainer before committing to stock.

WEEKS 04-06 / BUILD & LIST

Set up your Shopify store

Build the storefront, check how customers pay and improve the listing after someone tries to buy.

WEEK 04 BUILD

Create a mobile-first store

LOCAL · PAKISTAN

Set up the theme, navigation, product variants and inventory. Add contact, shipping, returns and privacy information. If you already sell online, improve your existing product-to-cart journey.

INTERNATIONAL

Review the storefront as an overseas buyer. Flag unclear sizing, currency cues and delivery information before testing checkout.

YOU'LL MAKE A working mobile storefront with a product page and a usable path to the cart.

WEEK 05 BUILD

Set up and test checkout

LOCAL · PAKISTAN

Configure domestic shipping and intended payment methods, including cash on delivery (COD) where offered. Try serviceable and blocked addresses and check what happens at checkout.

INTERNATIONAL

Set up a training market and shipping rate. Check price, currency, delivery and payment options. Compare bank transfer, wallets and gateways where relevant. Record approvals still needed.

YOU'LL MAKE A checkout worksheet with screenshots, bugs, fixes and remaining live approvals.

WEEK 06 LIST

Publish a product listing

LOCAL · PAKISTAN

Use your own or authorised images. Write mobile-friendly copy with specs, variants, delivery and returns. Watch a classmate try to buy, then fix the points that cause hesitation.

INTERNATIONAL

Adapt the listing for one overseas market and record changes to the copy, units and delivery and returns details.

YOU'LL MAKE A revised product page and a record of the changes made for an overseas buyer.

WEEK 5 CHECKPOINT

Walk through checkout with your trainer and record the fixes or approvals needed before accepting live orders.

WEEKS 07-08 / PRICE & DELIVER

Know what each order costs

Price your product for real operating costs, then practise what happens after checkout.

WEEK 07 PRICE

Set a price after costs

LOCAL · PAKISTAN

Model stock, packaging, courier charges, COD fees, failed deliveries, returns and ads. Compare a base case with a downside case. Calculate ad cost per order placed and per delivered, paid order.

INTERNATIONAL

Compare customer prices and margins across the USA, UK and UAE. Include landed costs, freight, payment and exchange fees, duties and returns. Label estimates.

YOU'LL MAKE A profit worksheet with startup cash needs, break-even and a proposed selling price.

WEEK 08 DELIVER

Practise fulfilment and returns

LOCAL · PAKISTAN

Compare courier options such as TCS, Leopards and PostEx. Practise a successful and a failed COD order, from confirmation and dispatch to tracking, returns and matching the courier's settlement.

INTERNATIONAL

Map the carrier handoff, tracking, return address and who pays import charges for the selected market.

YOU'LL MAKE A fulfilment checklist and two reconciled practice cases.

THE CASH-ON-DELIVERY EXERCISE

Follow one order through to payment

01
Placed
Confirm the order.

02
Dispatched
Record the courier fee.

03
Delivered
Check the order status.

04
Paid
Match the remittance.

For a refused or failed delivery, record the return to sender, courier charges and stock recovered before recalculating the margin.

WEEKS 09-10 / LAUNCH

Test your store before launch

Use checkout, ad tracking and delivery evidence to decide what is ready for a live launch.

WEEK 09 LAUNCH

Run test orders and plan your first ads

LOCAL · PAKISTAN

Place a domestic test order using an appropriate test method. Check order confirmation and fulfilment steps. Verify Shopify-to-Meta tracking with eligible assets or the trainer's setup. Draft two distinct ads and their copy.

INTERNATIONAL

Run a simulated checkout for one selected overseas market through order confirmation. Record any steps you still need to verify before going live.

YOU'LL MAKE Test orders, tracking checks and an ad plan with a budget, goal and stop rule.

WEEK 10 LAUNCH

Present your store and decide what's next

LOCAL · PAKISTAN

Present your store, profit sheet and ad plan. Read sample funnel data or results from an approved live test. Find where customers drop off, check which orders were delivered and paid, and decide what to change.

INTERNATIONAL

Make separate launch, fix-first or pause decisions for Pakistan and the selected overseas market.

YOU'LL MAKE A trainer-reviewed capstone and a 30-day plan.

WEEK 10 REVIEW

Present your store, checkout evidence, profit model, fulfilment plan and first-campaign plan for trainer feedback.

A paid campaign is optional and requires a ready store, a fulfilment plan and your approval of the ad budget. Tuition excludes any Shopify subscription, domain, paid apps, samples, stock, courier charges and ad spend. Sales and profits depend on your product, costs and execution.

IQBAL TOWN CAMPUS

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