



SIRS Workshop Series

CaseTrust Accreditation Scheme for E-Commerce Business

(Classroom & Asynchronous E-Learning - TGS-TBC)



E-commerce is a flourishing industry set to thrive with long-term growth globally. Among the Southeast Asian market, Singapore has emerged as the central e-commerce hub, valued at US\$5.9 billion* in 2021 and is forecasted to increase to US\$10 billion* by 2026 - a hefty 69% growth in five years!

The online economy boom spurred a significant change in consumer buying trends, amounting to more than 3 million* e-commerce shoppers in Singapore, registering the highest basket size at S\$67.40* among the region, and has an internet penetration rate of 98%*. The post-pandemic era sees consumers with transforming digital habits and demanding deeper engagement through integrated shopping experiences. As the e-commerce consumer population continues rising, average basket size increasing, and online retail penetration growing, how is your e-commerce business faring in this fiercely competitive digital landscape? Now is the time to evaluate your e-commerce channels to determine the gaps and opportunities in improving user experience and business success.

Learn to develop an optimal e-commerce user experience, apply the knowledge to your online channels and significantly improve the chances of getting accredited with the CaseTrust quality mark. Being accredited instils confidence in consumers that your business is one they can trust, thereby enhancing your brand, benefiting your business in more ways than one.

**Source: <https://www.trade.gov/market-intelligence/singapores-e-commerce-market>*

In this workshop, you will learn to:

- **Assess accreditation readiness of your e-commerce channels**
- **Determine the gaps and opportunities of e-commerce channels through understanding the accreditation criteria**
- **Identify required solutions to close criteria gaps based on understanding the optimal e-commerce channel customer experience**

Who Should Attend

This workshop is suitable for businesses with e-commerce channels, brick-and-mortar retailers exploring e-commerce, and interested professionals.

Duration

9 hours (9am - 6pm)

Includes 1 hour of Asynchronous E-Learning

Venue

11 Eunos Road 8, Lifelong Learning Institute,
#08-02/03, S(408601)

Fees (include prevailing GST)

Singapore Citizen ⁰	S\$ 160.50
Singapore Citizen 40 years and above ^{0,1}	S\$ 60.50
Singapore Citizen sponsored by SMEs ^{0,2}	S\$ 60.50
Singapore PR	S\$ 162.00
Singapore PR sponsored by SMEs ²	S\$ 62.00
Full Fee	S\$ 540.00

Funding Eligibility Period: 1 Oct 2021 to 30 Sep 2024

⁰The increase of 1% GST on fees will be absorbed for Singapore Citizens in 2023

¹Fee is under the Mid-career Enhanced Subsidy (MCES)

²Fee is under the Enhanced Training Support for SMEs (ETSS)

For Enquiry

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For Registration



Scan QR code or
visit for.edu.sg/ws-ecase

For Company Sponsorship:

Absentee Payroll

- ✓ For Singapore Citizen & SPR
- ✓ A fixed rate of \$4.50 per hour, capped at \$100,000 per eligible enterprise per calendar year

Workfare Skills Support (WSS) Scheme

- ✓ Absentee Payroll: Up to 95% of hourly basic salary

For Self Sponsorship:

SkillsFuture Credit

- ✓ For Singapore Citizen aged 25 and above
- ✓ Offset course fee payable after funding

Workfare Skills Support (WSS) Scheme

- ✓ Training Allowance: \$6.00/ training hour, up to 180 hours/WSS eligibility year
- ✓ Training Commitment Award: Capped at \$1,000/WSS eligibility year