CONCEPT

E-Commerce Management: Online Store Operations, Dynamic Pricing and Fulfilment

12 – 16 July 2027
London - Central London four-star



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Introduction:

E-commerce management breaks down in predictable ways: product pages that do not convert, marketplace listings that lose visibility, prices changed by hand while competitors reprice by algorithm, delivery promises the fulfilment network cannot keep and an online channel that grows sales while losing money on each order. This Core Concept course gives online retail and brand teams a working method to run the online-commerce operating model end to end, from business model and storefront to pricing, fulfilment, payments and service. Participants build an E-Commerce Operating Plan and Channel P&L for their own online business.

Course Objectives:

- Choose the e-commerce business model mix of D2C storefront, marketplaces and omnichannel services that fits the brand, margin and customer data goals
- Run storefront and marketplace operations with product content standards, on-site search rules and listing quality checks
- Raise online conversion with a structured conversion rate optimisation process, checkout improvements and A/B tests
- Set AI-driven dynamic pricing rules and online promotions with price floors, guardrails and margin checks
- Select fulfilment, last-mile, payment and customer service models that keep delivery promises at an acceptable cost per order
- Produce an E-Commerce Operating Plan and Channel P&L with KPI targets for the participant's own online business

Target Audience:

- Managers accountable for the sales, margin and customer experience of an online store or D2C website
- Managers responsible for selling on third-party marketplaces and managing seller accounts, listings and fees
- Brand and category managers who own product ranges sold through online channels
- Omnichannel and retail operations managers who connect store stock and services to online orders
- Managers responsible for online fulfilment, delivery partners and order-related customer service

Course Outline:

Day 1: E-Commerce Business Models and the Online Channel Baseline

- D2C, Marketplace, Wholesale-to-Platform and Omnichannel Model Comparison
- Owned Storefront Versus Third-Party Marketplace: Control, Margin and Customer Data Trade-Offs
- E-Commerce Customer Journey Map from Product Discovery to Delivery and Repeat Order
- E-Commerce KPI Tree: Sessions, Conversion Rate, Average Order Value and Repeat Purchase Rate
- Online Channel Maturity Assessment Checklist and Current-State Scorecard

Day 2: Storefront, Marketplace Operations and Product Content

- Storefront Platform Architecture: Catalogue, Cart, Checkout, Order Management and API Integrations
- Product Information Management: Attribute Templates, Image Standards and SKU Data Quality
- On-Site Search and Navigation: Synonyms, Facets, Zero-Result Queries and Merchandising Rules
- Marketplace Seller Operations: Listing Quality, Seller Ratings, Featured Offer Eligibility and Fee Structures
- Assortment Allocation Rules Between the Own Storefront and Marketplaces

Day 3: Conversion, Dynamic Pricing and Online Promotions

- Conversion Rate Optimisation Process: Friction Audit, Hypothesis Backlog and A/B Testing
- Product Page and Checkout Design Checklist: Trust Signals, Delivery Promises and Payment Options
- Competitor Price Monitoring and Price Index Tracking by SKU
- AI-Driven Dynamic Pricing Rules: Demand Signals, Price Floors, Fairness Guardrails and Personal Data Disclosure
- Online Promotion Mechanics: Vouchers, Bundles, Free-Delivery Thresholds and Flash Sale Planning

Day 4: Fulfilment, Last Mile, Payments and Service Risks

- Fulfilment Model Selection: Own Warehouse, 3PL, Dropship and Ship-from-Store Decision Matrix
- Peak Season Capacity Planning for Pick-and-Pack, Carrier Allocation and Order Cut-Off Times
- Last-Mile Delivery Options: Same-Day, Scheduled, Parcel Lockers and Cash on Delivery Exposure
- Payment Gateways, Digital Wallets and Instalment Options with Chargeback and Fraud Screening at Overview
- Online Customer Service Model: Order Tracking, Where-Is-My-Order Queries, Returns Policy Settings and Service Levels

Day 5: Case Work and the E-Commerce Operating Plan

- D2C Brand Case: Reducing Marketplace Dependence with an Owned Storefront
- Omnichannel Retailer Case: Ship-from-Store Rollout and Stock Visibility Decisions
- Online Channel P&L Build: Contribution per Order After Fulfilment, Payment and Returns Costs
- E-Commerce Operating Plan and Channel P&L Drafting with KPI Targets
- Commercial Review Panel: Plan Challenge and First-Quarter Priorities

Skills You Will Gain:

- E-Commerce Business Model Design
- Marketplace Account Management
- Product Content Management
- On-Site Search Tuning
- Conversion Rate Optimisation
- Dynamic Pricing Rule Setting
- Fulfilment Model Selection
- Online Channel P&L Analysis

Why Attend This Course:

- Return with an E-Commerce Operating Plan and Channel P&L built on your own online sales, cost and service data
- See which orders, products and channels make or lose money once delivery, payment and returns costs are counted
- Replace manual price changes with dynamic pricing rules that protect margin and customer trust
- Compare online operations with peers from fashion, electronics, grocery, beauty and consumer brand businesses

Conclusion:

An online business performs when its model, storefront, prices, fulfilment and service are run as one operating system rather than as separate projects. This course moves from business models and the online KPI tree, through storefront, product content, search and marketplace operations, to conversion, dynamic pricing and promotions, and then to fulfilment, last-mile delivery, payments and service. The final day applies these methods to D2C and omnichannel cases and produces an E-Commerce Operating Plan and Channel P&L ready for commercial review.