



# START e-Business Training for Arabic-Speaking Residents of Australia

إبدأ برنامج تدريبي على المشاريع الإلكترونية للتأهقين بالعربية في أستراليا

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# About **START** e-Business Training

## **Smart Teaching for Arabic Residents on Technology (START)**

START is an online training program that aims to enhance the opportunities for Arabic residents in Australia to secure employment, and by proceeding further in this training, they will be able to establish and run an online business.

## **Objectives of START e-Business Training**

- 1) Mastering Professional Skills (Computer/ICT Skills, English Skills and Business Skills).
- 2) Establishing Online Business, including Business Website and Online Shopping Cart.

## **Learning Outcomes of START e-Business Training**

- By the end of this START e-Business Training, you will be able to
- ☐ Landing to an idea that is suitable for online business.
- ☐ Choosing, in consultation with an accountant, a suitable business structure.
- ☐ Writing a business plan and communication templates (e.g. offers).
- ☐ Keeping records of your business income and expenses.
- ☐ Designing business flyers and business card.
- ☐ Maintaining records of business customers.
- ☐ Marketing through Facebook (pages & groups).
- ☐ Sending email promotions to current and potential customers.
- ☐ Building a business website's basic pages (products/Services and contact).
- ☐ Setting up an online shopping cart for your business, and managing orders.



# START: Eligibility Criteria and Registration

## Modules of START e-Business Training

- ❖ Module 01: Assessment of Business Idea
- ❖ Module 02: Business Structure & Licensing
- ❖ Module 03: Building Business Plan
- ❖ Module 04: Mastering Record Keeping
- ❖ Module 05: Building Business Presence
- ❖ Module 06: Building Customers Database
- ❖ Module 07: Marketing in Social Media
- ❖ Module 08: Email Marketing
- ❖ Module 09: Building Business Website
- ❖ Module 10: Creating Shopping Cart

## Eligibility Criteria

- ☐ Be an Arabic-speaking resident in Australia, and
- ☐ Have basic level of English skills or higher, and
- ☐ Have basic level of computer skills or higher, and
- ☐ Have work rights in Australia, and
- ☐ Aim for employment or seek to establish online business.

## Software Requirements

- ☐ Microsoft Office (Word, Access, Excel, PowerPoint, Outlook).
- ☐ Website X5 Professional (You can use Trial version).

## Registration & Questions

- ☐ Registration in START e-Business Training: <https://www.istartproject.net/>
- ☐ Questions: [help@istartproject.net](mailto:help@istartproject.net)





## Module (01): Assessment of Business Idea

### Module Training Objectives

- ☐ Thinking of and evaluating different business ideas.
- ☐ Understanding the market and competitors.
- ☐ Exploring and navigating different competitor's websites.

### Training Outcomes

- By the end of this module, you will be able to land to an idea that is suitable for online business.

### Resources

- Start Business Support: <https://business.gov.au/>
- Australian Business Register: <https://www.abr.gov.au/>

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz01/>



## Module (02): Business Structure & Licensing

### Module Training Objectives

- ☐ Exploring different types of business structure.
- ☐ Choosing suitable business structure.
- ☐ Choosing suitable business location.

### Training Outcomes

- By the end of this module, you will be able to choose, in consultation with an accountant, a suitable business structure.

### Resources

- ASIC: <https://asic.gov.au/for-business/registering-a-business-name>
- ABN: <https://business.gov.au/Registrations/Register-for-an-Australian-business-number-ABN>

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz02/>



## Module (03): Building Business Plan

### Module Training Objectives

- ☐ Understanding the importance of outlining a business plan.
- ☐ Writing a business plan using Microsoft Word.
- ☐ Writing template responses including offer templates.

### Training Outcomes

- By the end of this module, you will be able to write a business plan and communication templates (e.g. offers).

### Resources

- Licences: <https://www.business.gov.au/Registrations/Register-licences-and-permits>
- Plans: <https://business.gov.au/planning/business-plans/how-to-develop-your-business-plan>

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz03/>



## Module (04): Mastering Record Keeping

### Module Training Objectives

- ☐ Understanding the legal obligations for record keeping.
- ☐ Knowing different types of tax obligations
- ☐ Experiencing record keeping for income & expenses using Excel.

### Training Outcomes

- By the end of this module, you will be able to keep records of your business income and expenses.

### Resources

- Records: <https://www.ato.gov.au/business/record-keeping-for-business/Setting-up-and-managing-records/>
- Tools: <https://www.ato.gov.au/Calculators-and-tools/Record-keeping-evaluation/>

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz04/>





## Module (05): Building Business Presence

### Module Training Objectives

- ☐ Creating the awareness of the significance of business presence.
- ☐ Exploring ways of business presence, including Google My Business.
- ☐ Using Microsoft PowerPoint to create flyers and posters.

### Training Outcomes

- By the end of this module, you will be able to design business flyers and posters.

### Resources

- Marketing: <https://business.gov.au/marketing/advertising-for-business>
- Google Business: [https://www.google.com/intl/en\\_au/business/](https://www.google.com/intl/en_au/business/)

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz05/>





## Module (06): Building Customers Database

### Module Training Objectives

- ❑ Understanding the importance of maintaining customers database.
- ❑ Defining data to be maintained about current & potential customers.
- ❑ Creating customers database using Microsoft Access.

### Training Outcomes

- By the end of this module, you will be able to maintain records of business customers.

### Resources

- Communications: <https://business.gov.au/people/customers/communicate-with-customers>
- Database: <https://support.microsoft.com/en-us/office/database-basics-a849ac16-07c7-4a31-9948-3c8c94a7c204>

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz06/>



## Module (07): Marketing in Social Media

### Module Training Objectives

- ☐ Understanding of importance of social media for business.
- ☐ Exploring different social media platforms.
- ☐ Using Facebook Pages and Facebook Groups for business.

### Training Outcomes

- By the end of this module, you will be able to market through Facebook (pages & groups).

### Resources

- Social Media: <https://business.gov.au/online/social-media-for-business>
- Rules of Social Media: <https://www.accc.gov.au/business/advertising-promoting-your-business/social-media>

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz07/>



## Module (08): Email Marketing

### Module Training Objectives

- ☐ Enhancing the understanding of email marketing.
- ☐ Creating the awareness of importance of direct & indirect marketing.
- ☐ Using Microsoft Outlook to send personalised emails to customers.

### Training Outcomes

- By the end of this module, you will be able to send personalised email promotions to current and potential customers.

### Resources

- Avoiding Spam: <https://www.acma.gov.au/avoid-sending-spam>
- Promoting Business: <https://business.gov.au/online/promoting-your-business-by-email-or-text-messages>

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz08/>



## Module (09): Building Business Website

### Module Training Objectives

- ☐ Creating the awareness of the importance of a business website.
- ☐ Deciding on a domain name for your business.
- ☐ Creating different business web pages using Website X5.

### Training Outcomes

- By the end of this module, you will be able to build a business website's basic pages (products/Services and contact).

### Resources

- Business Website: <https://business.gov.au/online/business-website/set-up-a-business-website>
- WebsiteX5 Trial: <https://www.websitex5.com/en/websitex5-trial.php>

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz09/>





## Module (10): Creating Shopping Cart

### Module Training Objectives

- ☐ Creating the awareness of having a digital storefront.
- ☐ Registering card processing gateway, using PayPal.
- ☐ Creating shopping cart for your products & services, using WebsiteX5.

### Training Outcomes

- By the end of this module, you will be able to set up an online shopping cart for your business, and managing orders.

### Resources

- e-Commerce: <https://guide.websitex5.com/en/support/solutions/articles/44001416329>
- Shopping Cart: [https://help.websitex5.com/en/v17/pro/index.html?carrello\\_prodotti.htm](https://help.websitex5.com/en/v17/pro/index.html?carrello_prodotti.htm)

### Quiz

- ❖ <https://www.istartproject.net/syllabus/Quiz10/>



## **Dr. Amelie Hanna , PhD. START e-Business Trainer**



Dr Amelie Hanna has 25 years of Academic & Professional Experience in Public & Business Administration and Information & Education Technology. Amelie is Egyptian by birth and Australian by citizenship and speaks Arabic & English. During her various postgraduate studies, Amelie has taught different subjects & topics in different schools and university departments. Amelie has published a number of journal articles in international academic journals and presented a number of research papers at national and international conferences. Amelie has received a number of awards during her professional & academic lives. Currently, Amelie is a Postdoctoral PhD Researcher at Flinders University, and is interested to teach Arabic-speaking migrants to Australia how to establish their own online businesses, through her research project: Smart Training for Arabic-speaking Residents on Technology (START).