



MCKL MASTERCLASS SERIES

Business Talk:
From Brick-and-Mortar to Click-and-Order

**10 JUNE
2023**

**11AM
12PM**

**MCKL College,
Penang
(Pykett Campus)**

INTRODUCTION

E-commerce has grown tremendously in popularity over the last few years, especially when the Covid-19 outbreak drove many businesses to establish themselves online. This indicates a dramatic shift from their traditional brick-and-mortar business to digital business.

WHAT YOU WILL ACHIEVE

- Definition of brick-and-mortar vs click-and-order.
- Reasons to move your brick-and-mortar to business online.
- Identify suitable online business for future.
- Tips to transition smoothly from brick-and-mortar to e-commerce
- Identify the pro and cons of e-commerce.

TRAINING METHODOLOGY



Lecture



Hands-On Activities



Discussions

WHO SHOULD ATTEND?



SPM Leavers



IGCSE Students



Secondary School Student

**FREE
ENTRY**

**1 HOUR
INTRODUCTORY
COURSE**

Limited to 20 seats, **RSVP NOW!**

FOR MORE INFORMATION

✉ Ms Xiao Wei at lim.xw@mckl.edu.my

🌐 <https://tinyurl.com/mckl-biz-talk-pg>

☎ +6012-313 6711



Visit **MCKL**
**OPEN
DAY**

KL CAMPUS • PENANG CAMPUS

9-10 & 16-17 | 9AM - 5PM
JUN 2023 | **ENQUIRE NOW**