



COURSE OUTLINE - Amazon Master

Module #01: Introduction to Amazon & Private Label

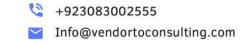
- 1. Introduction to E-commerce.
- 2. What is "Selling on Amazon"?
- 3. Things to remember before starting Amazon Business
- 4. Private label vs Wholesale
- 5. FBA vs FBM
- 6. What is Private Label FBA
- 7. Aspects of Brand Registry

Module #02: Product Hunting

- 1. What is keyword
- 2. What is Main Keyword
- 3. What are Main Pointers to consider for product hunting
- 4. Main tool for Hunting
- 5. Product Hunting via H10
- 6. Product Hunting via Best Seller/Today's Deal/Movers & Shakers
- 7. Criteria for Private Label FBA Product
- 8. How to fill Excel Sheet?

Module #03: Product Sourcing

- 1. Why checking Trademark & Patent important is important?
- 2. How to find source from Alibaba.com and 1688.com?
- 3. How to fill sourcing Excel Sheet?
- 4. Sample order before Bulk Order is Must
- 5. How to download Barcodes and Carton Labels?
- 6. Difference between Actual weight and Volume weight







Module #04: Listing Creation

- 1. How to get UPC Code and EAN Number
- 2. What is Amazon listing and its components
- 3. What is Me Too and How to add Me Too listing
- 4. Listing Optimization
- 5. How to make listing for FBA and FBM
- 6. Amazon FBA | Images
- 7. Amazon FBA | Video
- 8. Amazon FBA | EBC Content
- 9. How to create Dummy Listing
- 10. How to create Amazon Listing Variation
- 11. Importance of Listing Optimization
- 12. Basic mistakes we make with FBA fees during listing creation

Module #05: How to Create Shipment at Amazon?

- 1. What is Amazon Shipping Partner and why it's recommended
- 2. What are Amazon Labels?
- 3. How to book Shipment through Amazon
- 4. Why Hazmat approve came while creating plan. How to resolve?
- 5. How to upload tracking id for Non-Partner Shipping

Module #06: Pre-Launch Activities

- 1. Getting early reviews
- 2. How to Landing Cost for PL Product
- 3. How to choose right keyword to Rank
- 4. Re-check listing optimization
- 5. How to find Long Tail Keyword/Shopping Keywords
- 6. How to Track Keywords?







- 7. What is Brand Analytics and how to Utilize it?
- 8. Backend details entered correctly

Module #07: PPC Launch

- 1. How to do Launch with Giveaways
- 2. Introduction to PPC
- 3. Basics of PPC (Keywords & Campaigns)
- 4. Launch via PPC and Rank
- 5. Sponsored Display Ads
- 6. Power and Potentional of Q4 via PPC

Module #08: Account Creation on Amazon

- 1. US LLC, UK LTD Creation
- 2. How to open account from Pakistan
- 3. Which Bank to Use?
- 4. Child Account access
- 5. How to apply for Brand Registry
- 6. Taxes in UK, USA

Note: Each class is structured to cover two modules, with a total duration of three hours. This includes two hours of lecture and one hour of practical exercises, ensuring a comprehensive learning experience for participants.





Assessment:

Weekly assignments and exercises
Final project (Creating your own Amazon Store)

Certification:

Certification accreditation by Sarhad University

Fees Structure	
Registration Fees	Rs. 2,000/-
Course Fees	Rs. 13,000/-
TOTAL	Rs. 15,000/-

Note: Fees is non-refundable, to ensure a secure and committed experience for everyone

Bank Account for registration fees:

MRK EDUCATION SYSTEMS LLP 5832-5001717650

Bank Alfalah Islamic, F-7 Branch