

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 Potential 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

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