



# One Day Training Workshop on Amazon readiness training

Amazon.com Inc. is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google (Alphabet), Apple, Meta (Facebook), and Microsoft. The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

Pakistan Hosiery Manufacturers and Exporters Association in collaboration with USAID SMEA – Small and Medium Enterprise Activity is organizing one-day training workshop on “Amazon readiness “, after this training you will be able to how to set up Amazon seller account, manage and optimize Amazon store, list products and increase sells through Amazon and you can pursue your career as Amazon Marketing Expert or start selling your own products on Amazon.

## Course Contents

Module #1	What is amazon? and How to register on amazon and its interface
Module #2	Different costs for selling on amazon and how to calculate them?
Module #3	Variables behind profitability.
Module #4	Banking/Financial institutions.
Module #5	Product Packaging
Module #6	Exporting/Importing Your Products
Module #7	Creating a product listing
Module #8	Seller central area (interface for online sellers once
Module #9	Fulfillment by Amazon (FBA) starter pack.
Module #10	Marketing/Advertising & After Sale, Sales Data Reporting, PPC vs Organic

**Trainer Profile:** Asad Jahangir is a Canadian citizen of Pakistani origin. He completed his school education in Islamabad and has a bachelor’s degree in Business & Management from the University of London. His passion for business fueled his entrepreneurial spirit to explore avenues in the E-commerce space. After searching through various options, he found Amazon to be the most powerful medium for conducting online business. In September 2017, he started learning how to sell on Amazon. For this purpose, he took a number of courses, which enabled him to become an effective trainer and successful businessperson. In the past 3.5 years of actively selling on Amazon he has launched products in different categories including sports, home and kitchen. During the course of time, he has helped friends and associates build successful businesses on Amazon and is continuously working with individuals who wish to learn skills related to the amazon platform. He regularly updates his knowledge about the amazon business process through attending different seminars, boot camps and business meetings with peers and mentors. As a proud Pakistani, he feels honored to facilitate Pakistani SMEs in successfully conducting business on Amazon

**Date: Tuesday, 30<sup>th</sup> November 2021 at 9:30A.M to 5.30 P.M followed by the lunch**

**Venue: PHMA House, 37 H Block 6 P.E.C.H.S Sharah-e-Faisal**

**Certificate will be provided those who attend the whole training workshop by USAID SMEA.**

**For Registration and queries, please contact:**



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## Course Outline

1. What is amazon?
  - A brief introduction.
  - It's potential for SMEs in Pakistan?
2. How to register on amazon?
  - Go to: sellercentral.amazon.com
  - Click sign up
    1. Documents required.
    2. Business information.
    3. Seller Information.
    4. Billing Information.
    5. Store.
    6. Verification.
3. The Amazon Interface
  - Zip code.
  - Search bar.
  - Product Detail page (PDP).
4. Different costs for selling on amazon and how to calculate them?
  - Amazon fees
  - Storage costs
  - Marketing (Pay per click advertising)
5. Variables behind profitability.
6. Banking/Financial institutions.
  - Cashflow cycle.
7. Product Packaging
  - 7.1. Labelling and barcoding.
  - 7.2. Product's master carton.
8. Exporting/Importing Your Products
  - Transportation.
  - Customs.
  - Warehousing (Pre amazon hub).
9. Creating a product listing.

10. Seller central area (interface for online sellers once account is verified).
11. Fulfillment by Amazon (FBA) starter pack.
  - Installing the Product Detail Page (PDP)
  - Moving stock from pre amazon hub to amazon warehouse.
12. Marketing/Advertising
  - PPC (Amazon's very own advertising platform) starter pack.
13. After Sale, Sales Data Reporting, PPC vs Organic