Digital eCommerce Mastery

Introduction

The eCommerce Mastery Certification is designed for those who want to build digital startups in local or international markets. Entrepreneurs who want to build startups and/or those who want to come up with startup ideas, learn strategies and market their brand. If you are a service provider or want to provide business consultation services, this certification is for you.

In this certification, you will learn about eCommerce marketplaces, their potential, business cycle, product research and uses of tools, effective strategies for sourcing and logistics, order management & customer support, report handling, marketing & awareness through social media channels and most importantly, financial management of your business. Build your own online store in Pakistan or anywhere and begin your entrepreneurial journey to generate substantial income that brings change to your life.

REQUIREMENTS:

- This certification is created for beginners (Min. 16 years older) who are looking to either get started with eCommerce or improve their existing eCommerce businesses
- Must have a strong desire to build a Passive Income Business through eCommerce
- A computer with an internet connection

- Must have the proper mindset and be willing to take action

CURRICULUM:

Sr. No.	Contents
1	Introduction to eCommerce Markets • Gain a basic understanding of ecommerce and its components. • Learn about the trainer's qualifications and teaching approach, and be introduced to fellow classmates. • Acquire the necessary knowledge and skills to start your ecommerce journey.
2	Amazon Private Label Product Hunting Introduction • Understand the benefits and risks of selling private label products on Amazon. • Learn how to conduct effective product research and identify profitable opportunities. • Acquire the skills to evaluate market demand, competition, and product potential to make informed decisions.
3	Amazon Private Label Practical Demonstration of Product Hunting • Observe a live demonstration of how to conduct effective product research on Amazon. • Learn practical tips and strategies for identifying profitable product opportunities. • Develop a deeper understanding of the process and techniques used in product hunting.

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4	Amazon Private Label Product Sourcing • Understand the various sourcing options available for private label products on Amazon. • Learn how to source high-quality products from reliable suppliers while keeping costs low. • Acquire the skills to negotiate effectively with suppliers and maintain a positive business relationship.
5	Amazon Listing Content Creation • Understand the importance of creating high-quality listing content for Amazon products. • Learn how to write compelling product titles, descriptions, and bullet points that effectively communicate product features and benefits. • Acquire the skills to optimize listing content for search engines and improve product visibility on Amazon.
6	Listing Creation on Amazon and Shipment Plan Creation • Understand the process of creating product listings on Amazon, including the necessary information and requirements. • Learn how to create a shipment plan for products to be sold on Amazon, including labeling, packaging, and delivery requirements. • Acquire the skills to successfully launch and manage a product on Amazon, from listing creation to shipment planning and delivery.

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7	Amazon Private Label PPC Introduction • Understand the benefits of using Pay-Per-Click (PPC) advertising for private label products on Amazon. • Learn how to set up and manage effective PPC campaigns, including keyword research and targeting strategies. • Acquire the skills to optimize PPC campaigns to increase product visibility, drive traffic, and boost sales on Amazon.
8	Amazon Private Label PPC Campaigns Practical Walk Through • Observe a live demonstration of how to create and manage effective PPC campaigns for private label products on Amazon. • Learn practical tips and strategies for optimizing PPC campaigns, including keyword research, targeting, and bidding techniques. • Develop a deeper understanding of the process and techniques used in setting up and managing successful PPC campaigns on Amazon.
9	Amazon Complete Seller Central Overview • Understand the features and benefits of Amazon's Seller Central platform for sellers. • Learn how to navigate the different areas of Seller Central and perform various tasks, including creating listings, managing orders, and monitoring performance. • Acquire the skills to effectively use Seller Central to manage and grow your Amazon business.

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10	Amazon Wholesale Introduction • Understand the concept of wholesale selling on Amazon and the benefits it can offer to sellers and buyers. • Learn how to identify potential wholesale opportunities, including sourcing and evaluating suppliers. • Acquire the skills to create and manage wholesale accounts on Amazon, including pricing strategies, inventory management, and fulfillment options.
11	Amazon Wholesale Product Hunting • Understand the process of product hunting for wholesale opportunities on Amazon, including sourcing and evaluating potential products. • Learn how to identify profitable wholesale products that meet the needs of your target audience and align with your business goals. • Acquire the skills to negotiate effectively with suppliers, develop partnerships, and build a successful wholesale business on Amazon.
12	Amazon Wholesale Database Creation for Brands and Distributors • Understand the importance of creating a comprehensive database for wholesale brands and distributors on Amazon. • Learn how to effectively organize and manage a wholesale database, including supplier information, product details, pricing, and inventory data. • Acquire the skills to use a wholesale database to streamline product sourcing, improve decision-making, and build successful wholesale relationships on Amazon.

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13	Amazon Wholesale Product Sourcing • Understand the different sourcing options available for wholesale products on Amazon, including working with brands and distributor • Learn how to evaluate potential suppliers based on their product offerings, pricing, and reliability. • Acquire the skills to negotiate effectively with suppliers, develop partnerships, and build a successful wholesale business on Amazon.
14	Amazon Wholesale Contact Templates • Understand the importance of creating effective contact templates for wholesale suppliers on Amazon. • Learn how to write compelling and professional emails that effectively communicate your needs and build relationships with suppliers. • Acquire the skills to use contact templates to streamline communication, improve negotiation outcomes, and build successful wholesale partnerships on Amazon.
15	Amazon Wholesale Scan Unlimited and Prep Centre • Understand the benefits of using Amazon's Scan Unlimited and Prep Centre services for wholesale sellers. • Learn how to use Scan Unlimited to quickly scan and upload multiple products to Amazon's catalog. • Acquire the skills to use the Prep Centre to streamline product preparation, labeling, and packaging for efficient shipment to Amazon's fulfillment centers.

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16	Selling Services - Fiverr, Upwork, Facebook, and LinkedIn • Understand the different platforms available for selling services, including Fiverr, Upwork, Facebook, and LinkedIn. • Learn how to effectively create and optimize your profiles and listings on these platforms to attract clients and increase visibility. • Acquire the skills to use these platforms to find potential clients, pitch your services, negotiate contracts, and build successful service-based businesses.
17	Introduction to Local Ecommerce - Product Hunting and Sourcing": • Understand the concept of local ecommerce and how it differs from traditional ecommerce. • Learn how to effectively conduct product research and identify profitable opportunities for local ecommerce businesses. • Acquire the skills to source high-quality products from reliable local suppliers and negotiate effectively to keep costs low and increase profitability.
18	Local Ecommerce - Shopify and WordPress • Understand the different ecommerce platforms available for local ecommerce businesses, including Shopify and WordPress. • Learn how to set up and optimize your ecommerce store on these platforms, including designing your website, adding products, and configuring payment and shipping options. • Acquire the skills to use Shopify and WordPress to effectively manage and grow your local ecommerce business, including order fulfillment, marketing, and customer engagement.

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19	Local Ecommerce - Product Advertisement through Facebook Ads, TikTok Ads, and Google Ads • Understand the importance of effective product advertisement for local ecommerce businesses, including the use of Facebook Ads, TikTok Ads, and Google Ads. • Learn how to create and manage effective ad campaigns on these platforms, including audience targeting, budgeting, and ad creatives. • Acquire the skills to optimize ad campaigns to increase product visibility, drive traffic, and boost sales for your local ecommerce business.
22	Local Ecommerce - Order Management and Customer Service • Understand the importance of effective order management and customer service in local ecommerce businesses. • Learn how to manage orders efficiently, including processing payments, handling returns, and fulfilling orders. • Acquire the skills to provide exceptional customer service, including responding to inquiries, resolving complaints, and building customer loyalty.

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23	Leadership and Entrepreneurial Skills • Understand the key principles of leadership and entrepreneurship, including vision, innovation, and risk-taking. • Learn how to develop and implement effective leadership and entrepreneurial strategies for different types of businesses and organizations. • Acquire the skills to effectively lead teams, manage resources, and make strategic decisions to drive growth and success in your business or organization.
24	Communication and Ethical Skills • Understand the importance of effective communication and ethical behavior in personal and professional contexts. • Learn how to communicate clearly and persuasively, including public speaking, writing, and interpersonal communication skills. • Acquire the skills to make ethical decisions and navigate ethical dilemmas in personal and professional situations, including cultural and social diversity, confidentiality, and conflicts of interest.
25	Final Assessment • Demonstrate proficiency in key ecommerce skills, including product research, sourcing, listing creation, advertising, and order management. • Apply critical thinking and problem-solving skills to real-world ecommerce scenarios and challenges. • Evaluate and analyze the success of your own ecommerce business, including identifying areas for improvement and future growth opportunities.

Outcomes:

- Understand eCommerce Marketplaces
- Build product hunting and product selection criteria
- Learn the effective ways of financial management of the business
- Build and run your store in Pakistan or anywhere in the world
- Create and market your product/brand

BENEFITS:

- The Mentor Support (Face to Face & Online)
- The Upgraded Private Enablers Community
- FREE Access to Enabling Video Series (EVS v2.0) worth $160
- Access to Enablers Product Approval System
- Chance to get approval of 1 product from the Mentor
- A chance to learn from eCommerce experts

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
Junior	60k-80k
Mid-Level	80k-140k
Advanced	150k-300k

Freelancer	Depends on project

Affiliation & Collaboarations

