**Technocation Freelancing Training Institute & Software House**

**Amazon E Commerce Training Certification Course Outline**

### MODULE 1: Introduction to Amazon E-Commerce

- What is Amazon platform
- Why sell on Amazon
- Types of Amazon sellers
- Basic selling process

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### MODULE 2: Setting Up Amazon Seller Account

- How to create account
- Choose individual or professional plan
- Add business details
- Verify account

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### MODULE 3: Product Research Basics

- Find trending products
- Check customer demand
- Study competition
- Use simple tools

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### MODULE 4 : Choosing Profitable Products

- Look for low cost, high demand
- Easy to ship items
- Avoid restricted products
- Calculate profit margin

### MODULE 5: Sourcing & Suppliers

- Where to buy products

- Contact suppliers
- Compare prices
- Check product quality

## MODULE 6: Amazon Listing Creation

- Add product title
- Write short description
- Upload clear photos
- Set correct price

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## MODULE 7: Keywords for Listings

- What are keywords
- Use Amazon search bar
- Add in title & description
- Use in backend keywords

## MODULE 8: Pricing & Competition

- Check competitor prices
- Adjust smartly
- Offer discounts
- Focus on customer value

## MODULE 9: Amazon FBA (Fulfilled by Amazon)

- What is FBA
- Amazon stores your products
- Amazon ships to customer
- Easier for seller

## MODULE 10: Amazon FBM (Fulfilled by Merchant)

- You store products

- You ship orders
- More control
- Needs time & effort

## MODULE 11: Managing Orders

- Check new orders daily
- Pack products safely
- Ship on time
- Update status

## MODULE 12: Customer Service

- Reply to messages
- Handle complaints politely
- Solve issues fast
- Keep good ratings

## MODULE 13: Amazon Advertising (PPC)

- What is PPC ads
- Set budget
- Choose right keywords
- Track performance

## MODULE 14: Handling Returns & Refunds

- Accept return requests
- Check returned item
- Issue refund if valid
- Keep good reputation

## MODULE 15: Growing Your Amazon Business

- Add more products
- Expand categories
- Improve listings
- Build brand name

## MODULE 16: Certification & Final Test

- Review all modules
- Take simple test
- Submit mini project
- Get Amazon E-Commerce Certificate

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