

# Course Title: Comprehensive Amazon Training Program

## Module 1: Introduction to Amazon Ecosystem

- Overview of Amazon as a global e-commerce platform
- Understanding Amazon's business model and its impact on sellers
- Introduction to Amazon Seller Central and Vendor Central

## Module 2: Setting Up Your Amazon Seller Account

- Step-by-step guide to creating a Seller Central account
- Configuring account settings and preferences
- Navigating the Seller Central dashboard

## Module 3: Product Listing Optimization

- Creating compelling product listings
- Best practices for product titles, bullet points, and product descriptions
- Optimizing product images for better visibility

## Module 4: Inventory Management

- Understanding Amazon's inventory system
- Managing and tracking inventory levels
- Strategies for avoiding stockouts and overstock situations

## Module 5: Fulfillment Options

- Overview of Fulfillment by Amazon (FBA) and Fulfillment by Merchant (FBM)
- Pros and cons of each fulfillment method
- Choosing the right fulfillment strategy for your business

## Module 6: Marketing on Amazon

- Introduction to Amazon advertising
- Creating effective Amazon PPC (Pay-Per-Click) campaigns
- Utilizing Amazon's promotional tools

## **Module 7: Customer Service and Feedback Management**

- Importance of excellent customer service on Amazon
- Handling customer inquiries and resolving issues
- Strategies for managing and improving seller feedback and reviews

## **Module 8: Analytics and Reporting**

- Using Amazon's analytics tools to track performance
- Interpreting key metrics and performance indicators
- Making data-driven decisions to enhance sales

## **Module 9: Scaling Your Amazon Business**

- Expanding product offerings on Amazon
- Exploring international marketplaces
- Leveraging Amazon's tools for growth and scalability

## **Module 10: Compliance and Policies**

- Understanding Amazon's policies and guidelines
- Ensuring compliance with Amazon's terms of service
- Strategies for avoiding common pitfalls and suspensions