

# SAAZ Skills Institute

Course: Amazon

Course Duration: 2.5 Months

1 <sup>st</sup> Month	
1 <sup>st</sup> Week	<b>Module 1: Introduction to Amazon FBA</b> <ul style="list-style-type: none"><li>• What is Amazon FBA?</li><li>• How Amazon FBA works</li><li>• Benefits of using FBA for wholesale</li></ul>
2 <sup>nd</sup> Week	<b>Module 2: Understanding Wholesale Business</b> <ul style="list-style-type: none"><li>• What is wholesale?</li><li>• How wholesale differs from retail arbitrage and private label</li><li>• The basics of finding and sourcing wholesale products</li></ul>
3 <sup>rd</sup> Week	<b>Module 3: Product Hunting</b> <ul style="list-style-type: none"><li>• Manual Hunting</li><li>• Actionable steps to take to start your FBA wholesale business</li></ul>
4 <sup>th</sup> Week	<b>Module 4: Finding Reliable Wholesale Suppliers</b> <ul style="list-style-type: none"><li>• How to find and approach suppliers</li><li>• Evaluating supplier reliability and trustworthiness</li><li>• Building relationships with suppliers</li></ul>
2 <sup>nd</sup> Month	
1 <sup>st</sup> Week	<b>Module 5: Product Research for Wholesale</b> <ul style="list-style-type: none"><li>• How to use tools like Jungle Scout and Helium 10 for product research</li><li>• Identifying profitable products with low competition</li><li>• Understanding Amazon's Best Seller Rank (BSR) and how it impacts your choices</li></ul>
2 <sup>nd</sup> Week	<b>Module 6: Listing Optimization and Amazon SEO</b> <ul style="list-style-type: none"><li>• How to create compelling product listings</li><li>• Keyword research for Amazon</li><li>• Optimizing titles, bullet points, and descriptions for better visibility</li></ul>

<b>3<sup>rd</sup> Week</b>	<b>Module 7: Pricing and Profit Margins</b> <ul style="list-style-type: none"> <li>• Understanding Amazon's pricing structure and fees</li> <li>• How to calculate profit margins</li> <li>• Using repricers and pricing strategies to stay competitive</li> </ul>
<b>4<sup>th</sup> Week</b>	<b>Module 8: Managing Inventory and Scaling</b> <ul style="list-style-type: none"> <li>• How to track and manage your inventory</li> <li>• When and how to scale your business</li> <li>• Handling Amazon's storage fees and inventory limits</li> </ul>
<b>3<sup>rd</sup> Month</b>	
<b>1<sup>st</sup> Week</b>	<b>Module 9: Customer Service and Reviews</b> <ul style="list-style-type: none"> <li>• Best practices for customer service</li> <li>• Handling negative reviews and feedback</li> <li>• How reviews affect sales and ranking</li> </ul>
<b>2<sup>nd</sup> Week</b>	<b>Module 10: Conclusion and Next Steps</b> <ul style="list-style-type: none"> <li>• Step-by-step guide to setting up a seller account</li> <li>• Understanding Amazon's policies and fees</li> </ul>

