



LOGIX College

Amazon & Virtual Assistant

Duration: 2Month
Week Plan



Prepared by
RESEARCH & DEVELOPMENT
DEPARTMENT (R&D)

Topics to be covered

Week #1

Introduction Ecommerce Amazon

1.	<ul style="list-style-type: none">○ Brief Introduction of College○ Brief Introduction of Course	
2.	<ul style="list-style-type: none">○ Define Ecommerce○ Introduction of Amazon○ Understanding of Amazon from a Business Perspective	<ul style="list-style-type: none">○ What is virtual assistant
3.	<ul style="list-style-type: none">○ Income Opportunities in Amazon World as an Investor○ Why do we choose Amazon vs other Online Marketplaces	
4.	<ul style="list-style-type: none">○ Amazon Business Mothed○ FBA VA FBM○ Private Label○ Complete Product Page Analysis○ What is a buy box?○ Amazon Prime○ Bestseller	<p>What is Product Research</p> <ul style="list-style-type: none">○ Product Finding ideas
5.	<ul style="list-style-type: none">○ Tool Hunting○ Manual Hunting○ Free extensions	<ul style="list-style-type: none">○ Hunting Method

Assessment # 1

Week 2 Product Hunting

6.	○ Private Label Product Hunting	○ The Importance of Winning Product ○ What is a gated Product? ○ Understanding of Google trend for Seasonality Checking
7.	○ How to evaluate Niche Demand and Listing Stability? ○ What is Product Demand and Keyword Search Volume Analysis? ○ What is BSR Consistency Software Analysis ○ Helium 10 ○ Jungle Scout ○ Keepa	
8.	○ What is FBA Revenue Calculator?	
9.	○ Product Hunting through Best Seller Rank (BSR) ○ Product Hunting through Keyword ○ Product Hunting through Custom Filters ○ How to evaluate Niche Demand and Listing Stability ○	
Amz Suggestion Expender Competitor Selection		

10.	<ul style="list-style-type: none"> ○ Product Hunting Criteria for USA ○ Product Hunting Criteria for UK 	<ul style="list-style-type: none"> ○ Product Hunting Criteria for UAE
Week 3		
Product Sourcing		
11.	<ul style="list-style-type: none"> ○ What is Locally Product Sourcing 	<ul style="list-style-type: none"> ○ Alibaba Signup and Overview
12.	<ul style="list-style-type: none"> ○ How to do Sample Evaluation ○ What is Trade Assurance ○ What is verified Supplier 	<ul style="list-style-type: none"> ○ How to find USA Suppliers ○ What is Minimum Order Quantity (MOQ)
13.	<ul style="list-style-type: none"> ○ What is Landing Cost & How to Evaluate it ○ What is Lead Time & How to Evaluate it ○ Difference between Actual and Dimensional Weight 	<ul style="list-style-type: none"> ○ Profit Calculation ○ Third Party Logistics Service ○ Contacting Freight Forwarders for Shipment ○ Agreement with Supplier
14.	<ul style="list-style-type: none"> ○ How to send a Request for Quotation (RFQ) on Alibaba? 	<ul style="list-style-type: none"> ○ AliExpress ○ Made in China ○ 1688.com ○ Dhgate.com ○ Global source ○ China.cn
15.	<ul style="list-style-type: none"> ○ 	<ul style="list-style-type: none"> ○
Week 4		
Dashboard		

16.	<ul style="list-style-type: none"> ○ Amazon Account Management ○ Catalogue tab ○ Inventory tab 	<ul style="list-style-type: none"> ○ Pricing and Orders manage ○ Advertising Tab
17.	<ul style="list-style-type: none"> ○ Help and Case Handling ○ Reports Tabs 	<ul style="list-style-type: none"> ○ Creating MCF (Multi-Channel Fulfilment)
18.	<ul style="list-style-type: none"> ○ Appointment for inventory 	<ul style="list-style-type: none"> ○ Account Health
19.	<ul style="list-style-type: none"> ○ Product label 	<ul style="list-style-type: none"> ○ Buyer massages
20.	<ul style="list-style-type: none"> ○ Shipping label 	<ul style="list-style-type: none"> ○ Account Health

Assessment # 2

Week 5 Campaign

21.	<ul style="list-style-type: none"> ○ How to Add Variation? ○ What is Buy Box & Its Benefits? ○ Eligibility of Buy Box 	<ul style="list-style-type: none"> ○ What is an advertisement? ○ Google SEO ○ Sponsored Display Ads
22.	<ul style="list-style-type: none"> ○ What is the shipment plan? ○ Types of Advertising Campaigns 	<ul style="list-style-type: none"> ○ What are Sponsored Products? ○ Sponsored Video Ad
23.	<ul style="list-style-type: none"> ○ PPC (Pay Pr Click) 	<ul style="list-style-type: none"> ○ Manual Campaign (Keyword targeting and product targeting)
24.	<ul style="list-style-type: none"> ○ Amazon Auto Campaign 	
<p>How to win Buy Box?</p>		

25	<ul style="list-style-type: none"> ○ Amazon EBC / A+ Content 	<ul style="list-style-type: none"> ○ Suppressed Listings
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Week 6 Content Writing/Listing Creation		
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	<ul style="list-style-type: none"> ○ Understanding ○ What is Amazon Listings? 	<ul style="list-style-type: none"> ○ How to find Main Keyword?
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27.	<ul style="list-style-type: none"> ○ How to create a Listing on Amazon ○ Title ○ Bullet points ○ Product descriptions 	<ul style="list-style-type: none"> ○ Backend search terms for a list ○ Super Relevant Keyword ○ Semi-Relevant Keyword
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28.	<ul style="list-style-type: none"> ○ How to get Keywords for a Product? 	<ul style="list-style-type: none"> ○
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Product Demand and Keyword Search Volume Analysis		
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29.	<ul style="list-style-type: none"> ○ Negative Review 	<ul style="list-style-type: none"> ○ How to List Products on Amazon?
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30.	<ul style="list-style-type: none"> ○ Product Images 	<ul style="list-style-type: none"> ○ Keywords find with tools
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Week 7 FBA Wholesale		
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31.	<ul style="list-style-type: none"> ○ What is FBA Wholesale? 	
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32.	<ul style="list-style-type: none"> ○ FBA Product Hunting 	<ul style="list-style-type: none"> ○ Tool Uses ○ Keepa ○ Helium 10
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33.	<ul style="list-style-type: none"> ○ Brand Approval 	<ul style="list-style-type: none"> ○ Supplier Research
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	<ul style="list-style-type: none"> ○ Criteria for Selection of Product 	<ul style="list-style-type: none"> ○ Who is the Authorized Distributor?
34.	<ul style="list-style-type: none"> ○ How to Contact the Brand ○ Account Opening with Brand or Distributor ○ What is 3pl? ○ Profitability Calculator 	
Amazon New and Old Seller Accounts		
35.	<ul style="list-style-type: none"> ○ What is Trademark 	
Week 8		
Drop shipping & Online Arbitrage		
36.	<ul style="list-style-type: none"> ○ What is the difference between drop shipping and online Arbitrage? ○ Advantages and Disadvantages of FBM model 	<ul style="list-style-type: none"> ○ How to do Order processing suppliers to customers?
37.	<ul style="list-style-type: none"> ○ Product Hunting for Drop shipping Listing, SEO ○ Amazon to Amazon Drop shipping 	<ul style="list-style-type: none"> ○ Benefits of Drop shipping ○ Profit Calculation for Drop shipping

	<ul style="list-style-type: none"> ○ Order Processing and Management of Drop shipping ○ How to check Trademark and Brand Name? ○ Third-Party Drop shipping 	
38.	<ul style="list-style-type: none"> ○ What are Lightning Deals? 	<ul style="list-style-type: none"> ○ Basic Tools for Drop shipping
39.	<ul style="list-style-type: none"> ○ Potential Markets for Drop shipping 	<ul style="list-style-type: none"> ○ MOQ/BOL
40.	<ul style="list-style-type: none"> ○ Account Health Management 	
Suspensions, Appeals and Reinstatements		
Amazon Account Creation		
Fiver, Upwork, and LinkedIn Account Creation		
41.		
42.	<ul style="list-style-type: none"> ○ How to Clint Grabbing? ○ How to Work Agencies? ○ Moral Values for Freelancers 	

Dear Students,

May you have a wonderful future filled with blessings and success. I wish you all the good luck in the field of Life.

Always choose to be positive and optimistic over being negative and pessimistic.