DIPLOMA COURSE

SUBJECT: - VIRTUAL ASSISTANT

Objective & Benefits

To prepare the trainees to work as a Professional Virtual Assistant in a wide variety of Amazon business and has a strong emphasis on amazon related services.

The proficiency details cover both knowledge and skills essential for succeeding in the e-commerce and freelance domains. It includes understanding various e-commerce platforms, particularly Amazon's business models, and techniques for identifying profitable products on Amazon. Skills include creating accounts on freelance platforms like Fiverr and Upwork, recognizing the importance of having a personal website in the freelance world, learning client retention techniques, and building a service-providing agency.

Duration: - 3 Months / 6 Months / 1 Year / 2 Year

Class Timings: - (Four days a week) (Morning / Evening)

Scheduled Week	Module Title			Learning Units	Remarks
Week 1	Introduce E-Commerce Market Places	Day 1	Hour#1	• Motivational Lecture	
			Hour#2	• Course Introduction	
			Hour#3	• Success stories	
			Hour#4	• Job market	
		Day 2	Hour#1	• Institute/work ethics	
			Hour#2	• Introduction to e-commerce	
			Hour#3	• Differentiate between Commerce and E-commerce.	
			Hour#4	• Why is E-commerce Important? • E-commerce Business Models	
		Day 3	Hour # 1 &2	• Types of e-commerce (concept of B2B and B2C.) • Features of E-commerce. • What is E-commerce Marketplace?	
			Hour # 3 & 4	• Explore E-Commerce Marketplaces (Etsy, eBay, Amazon and Daraz etc)	
		Day 4	Hour # 1 & 2	• Local and global E-commerce Platforms	
			Hour # 3 & 4	• Generate report on E-Commerce market share	
		Day 5	Hour # 1 & 2	• Understand the challenges of e-commerce marketplace	
			Hour # 3 & 4	• Select the suitable E-Commerce platform	
Week 2	Explore Top E-Commerce Marketplaces	Day 1	Hour#1	• Explore various Amazon business models	• **Task - 1**
			Hour#2	• Explore various Amazon business models	• **Task - 2**
			Hour # 3-4	• Define eBay business model	• **Task - 3**
		Day 2	Hour#1	• Understand the process of selling on eBay	• **Task - 4** • **Task - 5**
			Hour#2	• Explore eBay payment methods	• **Task - 6**
			Hour#3	• Walmart business models	
			Hour#4	• Highlight the steps involved in ID creation	
		Day 3	Hour#1	Understand the importance of US LLC for ID creation	• **Task - 7**

			Hour#2	• Tools used for Walmart product research	• **Task – 8**
			Hour#3	• Etsy business models	• **Task – 9**
			Hour#4	• Understand the significance of 'handmade' business model	• **Task – 10**
		Day 4	Hour#1	• Etsy digital business model & Print on Demand (POD)	• **Task – 11**
			Hour # 2-3	• Learn how to operate Etsy effectively to avoid account suspension	• **Task – 12**
			Hour#4	• Understand different subscription packages • List product on Alibaba.com • Manage inquiries and RFQs • Handle payments	• **Task – 13** • **Task – 14** • **Task - 15**
		Day 5	Hour#1	• Explore top domestic marketplaces • Identify market gap	
			Hour#2	• Select target platform • Get your domain and hosting	
			Hour#3	• Develop your e-Store	
			Hour#4	• Get traffic on your website through various digital/social media marketing	
Week 3	Develop Product Hunting Skills for Amazon Fundamentals	Day 1	Hour#1	• Identify Product Research Tools (Helium10, Jungle Scout, Viral Launch and Keepa etc.) • Install chrome extensions for all tools listed above • Configure Web apps for the tools listed above • Collect information on how to use these tools for product research	• **Task - 16** • **Task - 17** • **Task - 18** • **Task – 19** • **Task – 20** • **Task – 21**
			Hour#2	• Find a product using various techniques	
			Hour#3	• Analyze Product Potential using Product Research Tools • Analyze existing offers in market.	
			Hour#4	• Analyze Market Trends using Helium 10 and Google Trends etc	
		Day 2	Hour#1	• Validate Product Data as per given criteria • Select Top relevant best sellers	
			Hour#2	• using Crebro from H10	

			Hour # 3-4	• Perform Reverse ASIN	
		Day 3	Hour#1	• Shortlist Top relevant keywords based on the given criteria	
			Hour#2	• Identify Niche Consistency	
			Hour # 3 -4	• Finalize primary competitor and design color/material/type of product	
		Day 4	Hour # 1-2	• Identify the competitive price point and lock profit margins as per the criteria	
			Hour # 3-4	• Use primary keyword to perform search on Product Trademark using government official websites (www.uk.gov/ www.uspto.gov) etc.	
		Day 5	Hour#1	• Use primary keyword to perform search on product patent using government official websites, search engine	
			Hour#2	• Explain the impact and importance of keyword research in product hunting.	
			Hour# 3 & 4	• Discuss advance techniques used for hunting a product.	
Week 4	Source a Product from China/Pakistan	Day 1	Hour#1	• Explore various best sourcing platforms (alibaba.com, 1688.com, made-in-china.com etc.)	**1st Monthly test**
			Hour#2	• Start searching suppliers across platforms	
			Hour # 3-4	• Contact various suppliers on given criteria	
		Day 2	Hour#1	• Provide product details and get quotations on given criteria	
			Hour#2	• Get quotations via Request for Quotation (RFQ) on sourcing platforms	
			Hour#3	• Compare quotations from various suppliers • Finalize few suppliers based on their competence on given criteria	
			Hour#4	• Perform patent check through google.patents.com	
		Day 3	Hour#1	• Check official documents of patent	
			Hour#2	• Order samples from selected suppliers • Consolidate or get directly from suppliers	

			Hour#3	• Order competitor's sample as QC benchmark • Evaluate samples as per quality assurance criteria	
			Hour#4	• Identify different Payment Terms (D/P, Sight, L/C etc.) • Select the Payment Terms according to the requirement	
		Day 4	Hour # 1-2	• Perform initial brand name availability before order • Negotiate suppliers for final quotation	
			Hour # 3-4	• Place the order from selected supplier • Generate and provide FNSKU labels to supplier	
		Day 5	Hour # 1-2	• Hire an inspection Service Provider (www.qima.com / www.sgs.com etc.)	
			Hour # 3-4	• Provide reference product sample or reference quality check points to inspection team	
Week 5	Create Amazon Listing	Day 1	Hour#1	• Perform Keyword Research for Listing Content (Text only)	• **Task – 22**
			Hour#2	• Get the text content ready as per Amazon guidelines	• **Task – 23**
			Hour#3	• Get the product images ready as per Amazon guidelines	• **Task – 24**
			Hour#4	• Get the A+ Content and storefront design ready	• **Task – 25**
		Day 2	Hour#1	• Get the product videography ready	• **Task – 26**
			Hour#2	• Get the product videography ready	• **Task – 27**
			Hour# 3-4	• Collect product package dimensions and weight from supplier	• **Task - 28**
		Day 3	Hour#1	• Open case with Amazon Seller Support and get the 5665 error fixed before listing product	• **Task – 29**
			Hour# 2-4	• List product through Seller Central front-end	
		Day 4	Hour#1	• Select appropriate category	
			Hour# 2-4	• download Inventory file from Product Classifier tool (in case of mass upload)	
		Day 5	Hour#1	• Fill and upload Inventory file from "Add Product via Upload" option.	
			Hour#2	• Add product variations using bulk file (where required)	
			Hour# 3-4	• Add product variations manually (where required)	

Week 6	Manage Logistics			Hour#1	• Register Brand name using website (www.gov.uk / www.uspto.gov / IP accelerator)	• **Task – 30**
			Day 1	Hour#2	• Register brand with Amazon Brand Registry using Trademark Registry	• **Task – 31** • **Task – 32** • **Task – 33**
				Hour#3	• Contact Amazon Brand Registry Support to get Brand registry tools (Brand Analytics, A+ Content and Amazon posts)	• **Task – 34** • **Task – 35**
				Hour#4	• Enroll your ASIN with Amazon Brand Registry	
			Day 2	Hour#1	• Identify Shipping Methods and Incoterms	
				Hour # 2-4	• Explore different transportation modes	
			Day 3	Hour#1	• Understand Incoterms	
				Hour#2	• Recalculate profit margin based on opted	
				Hour # 3-4	• Contact Freight Forwarders to finalize the Shipping mode	
			Day 4	Hour#1	• Provide details to FF (number of cartons, CBM, weight) to get quotations • Finalize FF based on competent offer	
				Hour#2	• Create Shipping Plan	
				Hour # 3-4	• Enter ship-from address	
			Day 5	Hour#1	• Add Shipment contents	
				Hour#2	• Mark Shipment as shipped	
				Hour # 3-4	• Five major components of logistics • Understand the role of 3PL	
Week 7	Launch and Rank a Product		Day 1	Hour#1	• Identify Top Keywords	
				Hour#2	• Perform reverse ASIN using CEREBRO (H10)	• **Task – 36**
				Hour#3	• Shortlist top most relevant keywords	• **Task – 37**
				Hour#4	• Explore different Social Media Platforms (Facebook, Instagram, Pinterest etc.)	• **Task – 38**
			Day 2	Hour#1	• Shortlist target Social Media Platforms • Select audiences based on interest, demographics and behavior • Understand discoverability, clickability and convertibility of product • Target relevant Influencers	• **Task – 39** • **Task – 40** • **Task – 41** • **Task – 42**

			Hour#2	• Walkthrough Amazon advertising dashboard • Understand Amazon deals (Lightening Deals, 7 Day Deals, Outlet Deals etc.)	• **Task – 43** • **Task – 44** • **Task – 45**
			Hour#3	• Explore Digital Coupons (percentage off/money off)	
			Hour#4	• Learn Vine Program • Discover Prime Exclusive discounts and promotions	
		Day 3	Hour#1	• Setup On-Amazon advertisement • Setup Off-Amazon advertisement • Initialize influencers marketing • Enroll Vine Program	
			Hour#2	• Get few initial sales (chatbots etc.) • Understand the Brand Analytics Dashboard	
			Hour # 3-4	• Integrate keyword tracker (H10, Amz tracker etc.) • Configure P&L analytics software	
		Day 4	Hour # 1-2	• Understand re-stock limits • Impact of IPI on inventory replenishment • Understand LTSF, STSF, monthly storage fee, inventory aging	
			Hour # 3-4	• Understand stranded inventory • Risk associated with shipment privileges • Manage inventory though 3PL in-case of ordering excess inventory or limitations imposed by amazon	
		Day 5	Hour # 1-2	• Decide reorder quantity based on daily average sales • Determine peak time frame to stay instock for maximum duration • Manage cashflow efficiently to avoid being OOS and de-ranking	
			Hour # 3-4	• Manage return reports • Learn to manage reimbursement reports and claim reimbursements • Analyze sales reports • Learn negative customer experience report (NCX) and manage product quality • Mange book keeping through various tools	

Week 8	Manage Amazon Pay Per Click (PPC) Ads	Day 1	Hour#1	• Explore Advertisement Fundamentals	2nd Monthly Exam
			Hour#2	• Explore type of campaigns (Sponsored Products, Sponsored Brands, Sponsored Display)	
			Hour#3	• Explore targeting types (Auto, Manual, ASIN)	
			Hour#4	• Explore match types (Broad, Phrase, Exact)	
		Day 2	Hour#1	• Explore bidding strategies (Down only, Up & Down and Fix Bids)	
			Hour#2	• Understand Ad placements (SERPS)	
			Hour#3	• Shortlist target keywords	
			Hour#4	• Finalize combination of campaign targeting and match types	
		Day 3	Hour#1	• Create campaign on decided strategy	
			Hour # 2-3	• Explore and start video ads	
			Hour#4	• Analyze and optimize Advertisement Campaigns	
		Day 4	Hour#1	• Start monitoring campaigns	
			Hour#2	• Generate reports (Search terms, Placement etc.)	
			Hour# 3-4	• Navigate reports and identify non-performing search terms and ASIN	
		Day 5	Hour # 1-2	• Understand Negative Keyword Targeting (Negative Phrase, Negative Exact, Negative Product) •	
			Hour# 3-4	• Exclude all non-performing search terms	
Week 09	Deal with Amazon Seller Support	Day 1	Hour#1	• Open a Case with Seller Support	• **Task – 46**
			Hour # 2-3	• Identify root cause of the issue • Understand the core issue behind contacting Amazon	• **Task – 47** • **Task – 48**
			Hour#4	• Choose the right category to open case with Amazon • Follow-up with Seller Support (if required)	• **Task – 49** • **Task – 50**
		Day 2	Hour#1	• Handle Account Reinstatement Issues	• **Task – 51**
			Hour#2	• Identify the main reason behind the suspension	• **Task – 52**
			Hour#3	• Prepare the action plan as per the reason	• **Task – 53**
			Hour#4	• Gather evidences if required	

				• Submit appeal and follow-up if required	
		Day 3	Hour#1	• Remove Hijacker from Listing	
			Hour#2	• Keep the Tracker alert for hijacker on H10	
			Hour#3	• Identify the hijacker attached to listing	
			Hour#4	• Send warning letter through buyer-seller message	
		Day 4	Hour#1	• Submit IP Infringement complain to Amazon Brand Registry Support	
			Hour# 2-4	• Un-gate gated Categories	
		Day 5	Hour#1	• Learn about the gated categories on Amazon	
			Hour#2	• Explore the category ungating requirements for a specific category	
			Hour#3	• Gather the information required for ungating the category	
			Hour#4	• Apply for category un-gating	
Week 10	Handle Amazon FBM Model	Day 1	Hour# 1-2	• Manage FBM Orders	• **Task – 54**
			Hour# 3-4	• Navigate through FBA and FBM orders	• **Task – 55**
		Day 2	Hour# 1-2	• Learn the importance of tracking ids in FBM orders	• **Task – 56**
			Hour# 3-4	• Handle customer messages effectively	• **Task – 57**
		Day 3	Hour# 1-2	• Handle returns and refunds effectively	• **Task – 58**
			Hour# 3-4	• Manage P1-P4 to keep the ODR under the threshold	• **Task – 59**
		Day 4	Hour#1	• Manage Account Health	
			Hour#2	• Maintain the seller feedback rating	
			Hour#3	• Address infringement issues on time	
			Hour#4	• Maintain the shipment rate to avoid LSR	
		Day 5	Hour#1	• Maintain the message response time	
			Hour#2	• Provide in time invoices to business customers, where required	
			Hour # 3-4	• Resolve any A to Z claims or chargeback claims on time to avoid the negative impact on seller privileges	
Week 11	Get Introduced to Amazon Wholesale	Day 1	Hour#1	• Get introduced to Amazon Wholesale Business Model	• **Task – 60**

	Business Model		Hour # 2-3	• Understand the fundamentals of Amazon Wholesale Business Model	• **Task – 61**
			Hour#4	• Identify pros and cons of Amazon Wholesale Business Model	• **Task – 62** • **Task – 63**
		Day 2	Hour # 1-2	• Identify risks associated with Amazon Wholesale Business Model	• **Task – 64** • **Task – 65**
			Hour # 3-4	• Fulfill FBA Wholesale Business Requirements.	
		Day 3	Hour # 1-2	• Get the Seller Central on LLC/LTD details.	
			Hour # 3-4	• Arrange all required documents for wholesalers	
		Day 4	Hour # 1-2	• Get the website for approval from brands/distributors	
			Hour # 3-4	• Study the terms MOQ and MOA	
		Day 5	Hour # 1-2	• Review the terms LOA, re-sale certificate and VAT exempt certificate	
			Hour # 3-4	• Analyze the terms used to get discounts (EOL, end stocks, and deals etc)	
Week 12	Develop Wholesale Business Skills	Day 1	Hour#1	• Manage Financial Requirements for FBA Wholesale Business Model	• **Task – 66** • **Task – 67**
			Hour#2	• Perform cost analysis of the business	• **Task – 68**
			Hour#3	• Identify defect rates and product quality	• **Task – 69**
			Hour#4	• Perform SWOT analysis	• **Task - 70**
		Day 2	Hour#1	• Get introduced to Wholesale Product Hunting Process	
			Hour#2	• Enlist the tools and their usage	
			Hour#3	• Install the required tools and their extensions	
			Hour#4	• Explore Keepa graph and its usage	
		Day 3	Hour#1	• Enlist best-selling products	
			Hour#2	• Find which products are not sold by brand	
			Hour#3	• Narrow down based on sellers against one product • Analyze complete stats against the product • Select the winning product	
			Hour#4	• Determine the most economical quantity of the product • Perform profitable product margin analysis	

				• Learn about Local Purchase Order (LPO) • Place order of the product • Finalize payment methods with the supplier • Keep a record of supplier invoices	
		Day 4	Hour#1	• Check if there is any certification required to add the product • Analyze the price point required to make the offer • Add offer via ASIN doing ME TOO	
			Hour # 2-4	• Make shipment plans on amazon • Download box labels from amazon • Send shipment labels to prep centers and get inventory shipped	
		Day 5	Hour # 1-4	• Learn the preference of buy box for sellers with a professional plan instead of the individual plan • Learn the preference of buy box for FBA sellers instead of FBM • Learn the relation between higher stock to a higher percentage of BUY BOX win • Explore the importance of positive seller feedback to win BUY BOX • Explain the relationship of free shipping with winning of BUY BOX	
Week 13	Work as a Freelancer	Day 1	Hour#1	• Develop Moral and Ethical Values	• **Task – 63** • **Task – 64** • **Task – 65** • **Task – 66** • **Task - 67**
			Hour#2	• Explore the legal and msoral work codes	
			Hour#3	• Set and honor terms written in contract	
			Hour#4	• Handle data protection, piracy, privacy, and intellectual property of clients	
		Day 2	Hour# 1-2	• Maintain transparency and honesty with clients	
			Hour# 3-4	• Give exact estimates and timelines	
		Day 3	Hour# 1-2	• Explore freelancing channels • Find high demand skills	

				• regarding your service	
			Hour# 3-4	• Enlist steps of how to use every party of the profile to showcase the skills	
		Day4	Hour#1	• Select a professional profile picture	
			Hour#2	• Make a video imprint for an outstanding impression	
			Hour#3	• Add certifications to boost the conversion rate of clients	
			Hour#4	• Analyze the client's needs and expectations • Explain effective ways to ask questions for clarification	
		Day 5	Hour# 1-2	• Enlist steps on how your product or service inside and out helps in communication • Understand the importance of client retention • Initiate the referral program for client retention	
			Hour# 3-4	• Understand the importance of agency making • Learn to build partnerships and team • Follow the basic rules of freelancing platforms • Explore the outcomes of non-compliance with regulations of freelance channels •	
Week 14	Maintain Good Health while using Computer/Digital Devices at Work	Day 1	Hour#1	• Reposition the screen to avoid glare from lights or windows	**Final exam**
			Hour#2	• Keep the screen clean and use a desk lamp to make it easier to see	
			Hour# 3-4	• Ensure the screen colours are easy to look at, and that the characters are sharp and legible	
		Day 2	Hour# 1-2	• Look away from the screen into the distance for a few moments to relax your eyes(e.g. focus on something 30 meters away for 30 seconds every 30 minutes)	
			Hour# 3-4	• Maintain a straight sitting posture	
		Day 3	Hour# 1-2	• Stand up and walk around every hour or so, so that you're not sat in the same position all day	

			Hour# 3-4	• Slowly lean your torso over to one side of the chair and then the other to stretch your sides and spine.	
		Day 4	Hour# 1-2	• Stand up and put your hands together, elbows out, then slowly twist to the left and then to the right	
			Hour# 3-4	• Maintain a straight sitting posture	
		Day5	Hour# 1-4	• Stand up and walk around every hour or so, so that you're not sat in the same position all day	