TechnoMaster

NESTSOFT

Since 2007, Making IT Experts & Products

Training Course: Meesho & Amazon Product Selling

Duration: 40 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster Pvt Ltd has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsHybrid.com**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking

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Syllabus on the Next Page ..



Our Head Office: Nestsoft TechnoMaster Pvt Ltd, Infopark, Cochin - 42, Kerala, India

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Training by Industry Experts

Our Placement Website: **JobsHybrid.com**

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E-Commerce Business Fundamentals\\

* Introduction to Online Selling Business\\
* Understanding E-Commerce Marketplaces\\
* Meesho vs Amazon Business Models\\
* Online Retail and Reselling Opportunities\\
* Choosing the Right Product Category\\

Online Business Setup and Registration\\

* Starting an Online Selling Business\\
* Seller Account Registration Process\\
* GST and Business Documentation Basics\\
* Bank Account and Payment Setup\\
* Understanding Seller Policies\\

Product Research and Market Analysis\\

* Identifying High-Demand Products\\
* Product Research Techniques\\
* Competitor and Market Analysis\\
* Understanding Customer Buying Behaviour\\
* Product Demand and Trend Analysis\\
* Product Profitability Evaluation\\

Meesho Marketplace Management\\

* Meesho Supplier Panel Introduction\\
* Supplier Account Setup\\
* Product Catalogue Management\\

- Product Upload and Listing Optimization\\
- Pricing and Commission Understanding\\
- Managing Orders and Returns\\
- Payment and Settlement Tracking\\

Amazon Marketplace Management\\

- Amazon Seller Central Dashboard\\
- Amazon Seller Registration\\
- Product Category Selection\\
- ASIN and Product Listing Basics\\
- Product Variations and Attributes\\
- FBA, Easy Ship and Self-Ship\\
- Order Fulfilment and Returns\\

Product Photography and Catalogue Creation\\

- Product Photography Fundamentals\\
- Creating Marketplace-Ready Images\\
- Product Title and Description Writing\\
- Product Specifications and Features\\
- Image Editing and Presentation\\
- Catalogue Optimization\\

Pricing, Profit and Financial Management\\

- Product Cost Calculation\\
- Marketplace Fees and Charges\\

- Shipping and Packaging Costs\\
- Profit Margin Calculation\\
- Discount and Pricing Strategies\\
- Sales and Expense Tracking\\

Inventory, Shipping and Customer Service\\

- Stock and Inventory Management\\
- Order Processing and Tracking\\
- Packaging and Shipping Management\\
- Returns, Refunds and Replacements\\
- Customer Communication\\
- Seller Performance Management\\

Digital Marketing and Product Promotion\\

- Marketplace Search Optimization\\
- Product Keyword Research\\
- Amazon Sponsored Advertising Basics\\
- Social Media Product Promotion\\
- Instagram and Facebook Marketing\\
- WhatsApp Business Promotion\\
- Customer Engagement Strategies\\

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(Click on Course for more details)

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- Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.

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