



# Amazon | Shopify | E-Commerce Business with Freelancing

**Duration:** 6 Months

**Classes per Week:** 3

**Total Weeks:** 24

**Total Sessions:** 72

**Certificate:** Upon Completion

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## Month 1: Introduction to E-Commerce & Online Business Models

**Objective:** Build foundational knowledge of e-commerce platforms and global/local online selling.

### Week 1: Understanding E-Commerce

- What is E-Commerce?
- E-commerce vs Traditional Business
- Local vs International E-commerce

### Week 2: Business Models in E-Commerce

- Dropshipping, Private Label, Wholesale, Retail Arbitrage
- Marketplace vs Your Own Store
- Global Trends (Amazon, Shopify, Daraz)

### Week 3: Setting Up Business Basics

- Business Registration & Legal Essentials
- Payment Gateways Overview (Local & International)
- Tools Overview: Canva, Helium 10, ChatGPT for product research

### Week 4: AI in E-Commerce

- Product Research using AI
  - Description writing with ChatGPT
  - Logo, Branding, and Packaging Design using Canva AI
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## Month 2: Amazon FBA & FBM Business

**Objective:** Build and launch an Amazon business step-by-step.

### Week 5: Introduction to Amazon Selling

- FBA vs FBM
- Seller Account Setup (Global & Local)
- Marketplace Selection: USA, UAE, UK

## **Week 6: Product Research & Selection**

- Criteria for Winning Product
- Tools: Helium 10, Jungle Scout
- AI tools for product ideas

## **Week 7: Sourcing & Listing**

- Alibaba sourcing
- Creating high-converting listings (titles, bullets, keywords)
- Amazon A+ Content basics

## **Week 8: Launch & PPC Advertising**

- Amazon Launch Strategies
  - Running PPC Campaigns
  - Managing Reviews & Returns
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## **Month 3: Shopify Store Development & Management**

**Objective:** Set up and run your own Shopify-based brand/store.

### **Week 9: Shopify Store Setup**

- Creating a Shopify Account
- Theme Selection & Customization
- Domain & Hosting

### **Week 10: Product Upload & Store Management**

- Inventory & Variants
- High-Converting Product Pages
- Using AI to write product descriptions

### **Week 11: Payment Gateways & Shipping**

- Shopify Payments & Alternatives
- Setting Shipping Rules
- Integrating 3rd Party Apps

### **Week 12: AI for Branding & Visuals**

- Designing Store Banners using Canva AI
- Using ChatGPT for policy pages, customer emails
- Upsell & Abandon Cart Automation

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## Month 4: Local Platforms & Fulfillment

**Objective:** Learn how to sell on local platforms like Daraz and manage logistics.

### Week 13: Daraz Seller Center Overview

- Daraz vs Amazon vs Shopify
- Product Upload & Seller Tools
- Campaign Participation

### Week 14: Order Management & Fulfillment

- Handling Orders, Returns, Complaints
- Inventory Sync Across Platforms
- Courier Integrations

### Week 15: Warehousing & Dropshipping

- Inventory Management Tips
- What is Dropshipping & How to Start?
- Local Dropshipping Models in Pakistan

### Week 16: Customer Service & Reputation Management

- Chat & Email Support
- Handling Negative Feedback
- AI Tools for Customer Communication

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## Month 5: Marketing & Sales Strategies

**Objective:** Learn how to bring traffic to your store and convert visitors into customers.

### Week 17: Social Media Marketing for E-Commerce

- Facebook, Instagram, TikTok
- Organic + Paid Ads
- Influencer Collaborations

### Week 18: Email & WhatsApp Marketing

- Email Funnels for Shopify
- WhatsApp Broadcast Marketing
- Tools: Mailchimp, Brevo, WhatsApp APIs

### **Week 19: SEO for E-Commerce Stores**

- Product SEO
- Blogging on Shopify
- SEO Tools + AI Writing Integration

### **Week 20: Analytics & Retargeting**

- Facebook Pixel & Google Analytics
  - Retargeting Strategies
  - Using AI to generate performance insights
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## **Month 6: Freelancing, Project, and Career Track**

**Objective:** Monetize your skills through freelancing or business.

### **Week 21: Freelancing Platforms (Fiverr, Upwork, etc.)**

- Gig Creation for Amazon/Shopify Services
- Profile Optimization
- Earning through VA & Store Setup Services

### **Week 22: Portfolio & Proposal Writing**

- Creating a Freelance Portfolio
- Proposal Templates
- Client Communication

### **Week 23: Final Project – Business Store Setup**

- Build a full Amazon/Shopify Store
- Product Research + Branding + Marketing Plan
- Team / Solo Project

### **Week 24: Final Presentations + Certificate Distribution**

- Live Presentations
  - Feedback from Mentors
  - Career Roadmap Discussion
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## Key Features

- ✓ Real-Time Store Setup
- ✓ AI Tools Integration
- ✓ Freelancing Skills Included
- ✓ Access to Course Material
- ✓ Final Project + Certification