

Enablers is a pioneer in eCommerce and skill-based training in Pakistan, empowering individuals with the knowledge and tools to excel in the digital economy. Through a unique collaboration with the **Health Services Academy**, Enablers is extending its expertise to bridge the gap between the healthcare industry and the digital marketplace.

This partnership aims to equip health graduates with essential tech and entrepreneurial skills, enabling them to meet the demands of a rapidly evolving industry. By fostering digital proficiency and business acumen, Enablers and the Health Services Academy are together fostering a new generation of healthcare professionals who are prepared to make impactful contributions within the medical sector.

Course Title: Amazon Private Label Boot Camp

- **Fee:** 74,500 PKR
 - **Duration:** 2.5 Months
-

Course Overview

The Amazon Private Label Boot Camp is a comprehensive, hands-on training program designed to help participants create, launch, and scale their own private label products on Amazon. This course provides in-depth guidance on every aspect of the private label business—from product research to logistics automation, paid advertising, and financial planning—enabling participants to compete with top brands and achieve high sales rankings.

Course Modules

Module 1: Introduction to Amazon Business Setup

- Developing a business mindset and understanding Amazon's potential.
- Choosing the ideal marketplace (UK, Europe, USA).
- Step-by-step Amazon account creation.

Module 2: Advanced Product Research and Selection

- Techniques for product research, validation, and selection.
- Tools for keyword research, competitor analysis, and market segmentation.
- Enablers' Product Selection Criteria and product validation techniques.

Module 3: Supplier Evaluation and Product Sampling

- Sourcing from local and international suppliers.
- Calculating Amazon fees, designing products, and reaching out to suppliers.
- Product inspection for quality control.

Module 4: Financial Planning and Budgeting

- Cost calculation, ROI sheets, and budgeting templates.
- Order samples and manage logistics efficiently.

Module 5: Brand Creation and Development

- Creating a memorable brand name and establishing online brand presence.
- Building brand identity on social media and other platforms.

Module 6: Amazon Listing Optimization

- Competitor analysis and strategic keyword research.
- Writing titles, bullet points, descriptions, and optimizing images with AI.
- Creating Enhanced Brand Content (EBC) and setting profitable pricing.

Module 7: Shipment and Inventory Management

- Shipment creation, Amazon FBA, and 3PL (third-party logistics).
- Managing inventory levels to ensure steady stock flow.

Module 8: Product Launch and Marketing

- Planning and executing a successful Amazon product launch.
- Setting up Amazon Sponsored Ads, PPC campaigns, and promotions.
- Driving external traffic with Facebook and Google ads.

Module 9: Mastering Amazon Seller Central

- Navigating reports, managing orders, and leveraging B2B and Brand Analytics.
- Setting up and managing an Amazon Store for brand visibility.

Module 10: Enablers Express Launch - Practical Application

- A hands-on guided product launch from start to finish.
 - Real-time application of launch strategies and tactics with trainer support.
-

Key Learning Areas

- **Market Analysis:** Advanced tools for market research, competitor analysis, and data-driven decisions.
 - **Automation and Logistics:** Streamlining logistics with Amazon resources and shipment management.
 - **Paid Advertising:** Effective use of Facebook Ads, Amazon Sponsored Ads, and campaign optimization.
 - **Brand Management:** Building brand identity, social media marketing, and Amazon Brand Registry features.
 - **Financial Management:** Cash flow forecasting, budgeting, and ROI calculations.
 - **Taxation Basics:** Understanding tax requirements for different markets, including UK/EU VAT and US state taxes.
-

Tools and Resources

- **AI and Data Tools:** For keyword research, content optimization, and competitor analysis.
 - **Reporting Templates:** Product hunting, sourcing, and feasibility sheets.
 - **Practical Case Studies and Risk Mitigation:** Strategies for managing slow-moving stock and dead inventory.
 - **PPC Management:** Detailed PPC guidelines, campaign audits, and advanced targeting.
-

This course offers a structured path from foundational concepts to advanced strategies, ensuring participants gain the skills to create, manage, and expand a successful private label brand on Amazon.