

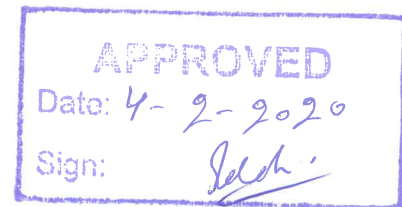
GOVERNMENT OF THE PUNJAB
TECHNICAL EDUCATION & VOCATIONAL
TRAINING AUTHORITY



CURRICULUM FOR
Virtual Assistant (for Amazon)

(3 – Months Course)

Developed In February, 2020



CURRICULUM SECTION
ACADEMICS DEPARTMENT

96-H, GULBERG-II, LAHORE
Ph # 042-99263055-9, 99263064
gm.acad@tevta.gop.pk, manager.cur@tevta.gop.pk

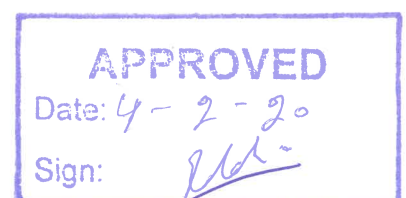
TRAINING OBJECTIVES

This course will enable the pass outs to become familiar with Amazon as a Virtual Assistant.

In contrast to other short freelancing courses, this program is termed as Virtual Assistant for Amazon. Trainees will be learning the ways of being a Virtual Assistant for Amazon to take projects from customers and working from home as per customer's requirement. The trainee will be able to deal with all the administration and customer support related to Amazon as well as able to find a product and launch in the Amazon.com marketplace.

CURRICULUM SALIENTS

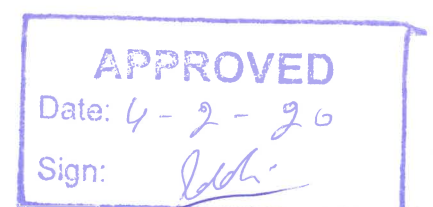
Name of Course:	Virtual Assistant (for Amazon)
Entry Level:	Matriculation (Proficient in English Language Proficient in Computer Operating)
Duration of course:	3-Months
Total Training Hours:	400
Hours per week:	40
Training Methodology:	Practical 90% = 360 Hrs Theory 10% = 40 Hrs
Medium of Instruction::	Urdu / English



SKILL COMPETENCY DETAILS

On successful completion of this course the trainee should be able to:-

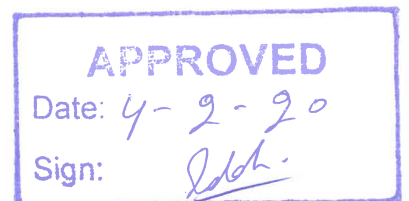
1. Manage an Amazon Account.
2. Understand the use of different data research tools for Product Research and Product Sourcing for Amazon.
3. Order Fulfillment tasks starting from Inventory replenishment to shipping FBM orders to customers.
4. Providing customer service for Amazon Customers on client's behalf and handling Returns, Refunds and removing Negative Feedback from a Product page.
5. Management of an Amazon Listing from inception to optimization.
6. Advertisement campaign Management for Amazon (PPC).
7. Product Launch and Ranking competency for Amazon with focus on HyperLaunch Techniques using Facebook Ads in conjunction with ManyChat.
8. Book Keeping and Financial record handling for Amazon Business.
9. Working on Upwork and Fiverr as Amazon Virtual Assistant.



KNOWLEDGE PROFICIENCY DETAILS

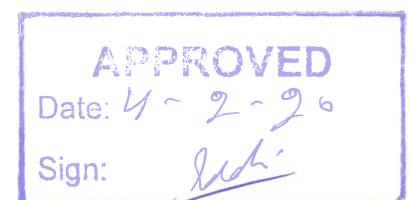
On successful completion of this course, the trainee should be able to:-

1. Explain complete Amazon A to Z business.
2. Understand the concept of Product Hunting, Product Sourcing & Product Launching and Ranking
3. Have the knowledge of latest techniques related to Amazon Business.



CURRICULUM DELIVERY STRUCTURE

Area	Curriculum Delivery	Revision & Final Test	Total
W E E K	1 – 10	11-12	12
	10	02	12



SCHEME OF STUDIESVirtual Assistant (for Amazon)
(3 - Months Course)

Sr. No	Main Topics	Theory Hours	Practical Hours	Total Hours
1.	Introduction to E-Commerce Markets	6	5	11
2.	Introduction to Amazon	10	10	20
3.	Amazon Product Research Tools	3	50	53
4.	Sourcing and Logistics	1	30	31
5.	Listing Creation and Management	1	35	36
6.	Order Management and Customer Support	2	40	42
7.	Amazon Cases and Reports Handling	2	35	37
8.	Advertisement on Amazon	1	40	41
9.	Product Launch & Ranking	3	75	78
10.	Bookkeeping and Record Handling	3	15	18
11.	Working as a Freelancer on Upwork and Fiverr	3	15	18
12.	Business Ethics for Amazon VA	5	10	15
TOTAL		40	360	400

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Date: 20/20
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DETAIL OF COURSE CONTENTS**Virtual Assistant (for Amazon)
(3 - Months Course)**

S. No	Detail of Topics	Theory Hours	Practical Hours
1.	Introduction to E-Commerce Markets 1.1 Concept of E-Commerce 1.2 Difference E-commerce Platforms 1.3 Business Cycle of E-Commerce 1.4 Benefits of E-Commerce Market vs Traditional Market 1.5 Retail Arbitrage, Online Arbitrage & DropShipping	8	5
2.	Introduction to Amazon 2.1 Introduction 2.1.1 Objective of working as an Amazon VA 2.1.2 What is Amazon 2.1.3 Why we choose Amazon vs other marketplaces 2.2 Amazon Business Models 2.2.1 Amazon FBM vs FBA 2.2.2 Amazon FBA Wholesale 2.2.3 Amazon Drop shipping 2.2.4 Advantages and Disadvantages of each Model 2.3 Amazon Seller Central Walk-Through 2.3.1 Getting Familiar with Amazon Seller Central 2.3.2 Understanding the Seller Central Dashboard 2.3.3 Do's and Don'ts of using Seller Central as a VA 2.4 Amazon User ID handling 2.4.1 Understanding reasons for ID suspension 2.4.2 How to Avoid ID suspensions 2.4.3 Different kind of ID suspensions 2.4.4 Resolving ID suspension by using Appeals	10	10
3.	Amazon Product Research Tools 3.1 Introduction to Product Research Tools 3.1.1 Understanding Jungle Scout 3.1.2 Understanding Merchant Words 3.1.3 Understanding Helium10 3.1.4 Understanding Viral Launch 3.2 Category Analysis 3.2.1 Understanding Gated Categories 3.2.2 Main Category and Sub-Category 3.2.3 How to get a category ungated	3	50

	<p>3.3 Keyword Research</p> <p>3.3.1 How to analyze Primary Keywords 3.3.2 How to analyze Secondary Keywords 3.3.3 What are Golden Keywords 3.3.4 How to get Keywords for a product</p> <p>3.4 Product Research Techniques</p> <p>3.4.1 Understanding what sells on Amazon 3.4.2 Using Alibaba to find products 3.4.3 Using Coupon websites to find products 3.4.4 Using Minus String Method to Find products 3.4.5 Using Spying on seller method to find products 3.4.6 Using Social Media websites to find products 3.4.7 Tips and Tricks to find products 3.4.8 Choosing a competitor in a targeted niche</p> <p>3.5 Basic Patent Search</p> <p>3.5.1 How to search for a patent using Google 3.5.2 What to do in case of Patent infringement 3.5.3 How to read a Patent report</p>		
4.	Sourcing & Logistics	1	30
	<p>4.1 Finding & Contact Suppliers</p> <p>4.1.1 How to Find Suppliers on Alibaba 4.1.2 How to Find Suppliers using other websites 4.1.3 How to contact suppliers using appropriate methods 4.1.4 Understanding Supplier Selection Criteria 4.1.5 Understanding shipping methods and Inco terms 4.1.6 Contacting Freight Forwarders for shipment 4.1.7 How to negotiate with suppliers 4.1.8 Understanding Amazon Logistics 4.1.9 How to place order with a supplier on Alibaba 4.1.10 Dos and Don'ts 4.1.11 How to do inventory planning</p>		
5.	Listing Creation	1	35
	<p>5.1 All about Amazon Listing</p> <p>5.1.1 Understanding Amazon Listings 5.1.2 Pre-Requisites of an Amazon Listing 5.1.3 How to create a Listing on Amazon 5.1.4 Understanding Title, Bullet Points and product descriptions 5.1.5 Understanding Backend search terms for a list 5.1.6 Retouching Images for Amazon listing</p>		

	<ul style="list-style-type: none"> 5.1.7 Listing optimization using different tools 5.1.8 Winning the buy box on Amazon 5.1.9 Understanding Dummy listings 5.1.10 Understanding EBC / A+ Content 5.1.11 How to add variations 5.1.12 How to merge listings and ASINS 5.1.13 Understanding FBA and FBM offers on the list 5.1.14 Dos and Don'ts 		
6.	<p>Order Management and Customer Support</p> <p>6.1 FBM Order Management</p> <ul style="list-style-type: none"> 6.1.1 How to fulfill FBM orders 6.1.2 How to handle returns and refunds <p>6.2 Shipment Plan</p> <ul style="list-style-type: none"> 6.2.1 Checklist before creating a shipment plan 6.2.2 How to Create Shipment Plan 6.2.3 Understanding SPD and LTL for shipments 6.2.4 Understanding Amazon shipment limitations <p>6.3 Customer Support</p> <ul style="list-style-type: none"> 6.3.1 How to handle customer questions 6.3.2 Proper way of communicating with customers 6.3.3 Dos and Don'ts of Customer Support 	2	40
7.	<p>Amazon Cases and Report Handling</p> <p>7.1 Amazon Cases</p> <ul style="list-style-type: none"> 7.1.1 Understanding the purpose of Amazon cases 7.1.2 How to open Amazon cases for your problems 7.1.3 Amazon cases tips and tricks 7.1.4 Amazon cases Dos and Don'ts <p>7.2 Negative Reviews and Negative Feedback removal</p> <ul style="list-style-type: none"> 7.2.1 How to get negative review removed 7.2.2 How to get negative feedback removed <p>7.3 Handling A-Z Guarantee Claims</p> <ul style="list-style-type: none"> 7.3.1 Understanding A-Z Guarantee claims 7.3.2 How to tackle A-Z claims <p>7.4 Amazon Reports Handling</p> <ul style="list-style-type: none"> 7.4.1 Understanding Different Business Reports 7.4.2 Understanding Different Inventory Reports 7.4.3 Understanding Different Advertising Reports 7.4.4 Understanding other Reports on seller central 	2	35

	<p>7.5 Amazon Trademark & Brand Registry</p> <p>7.5.1 Why we need a Trademark for Amazon</p> <p>7.5.2 Understanding Brand Registry and its benefits</p> <p>7.5.3 How to do Brand Registry</p> <p>7.5.4 Understanding Amazon IP Accelerator Program</p> <p>7.5.5 Understanding Different Inventory Reports</p> <p>7.5.6 Understanding Different Advertising Reports</p>		
8.	<p>Advertising on Amazon</p> <p>8.1 Amazon PPC</p> <p>8.1.1 What is Amazon PPC?</p> <p>8.1.2 Understanding type of Advertising Campaigns</p> <p>8.1.3 How to create Advertising campaign</p> <p>8.1.4 How to calculate ACOS</p> <p>8.1.5 How to optimize the PPC campaign</p> <p>8.1.6 Dos and Don'ts for PPC campaign</p> <p>8.2 Lightning Deals</p> <p>8.2.1 What is a lightning deal?</p> <p>8.2.2 How to get lightning deal?</p> <p>8.2.3 Dos and Don'ts of a lightning deal</p> <p>8.3 Digital Coupon</p> <p>8.3.1 What is a digital coupon?</p> <p>8.3.2 How to make a digital coupon?</p> <p>8.3.3 Dos and Don'ts of a digital coupon</p> <p>8.3.4 What is Early Reviewer Program</p>	1	40
9.	<p>Product Launch and Rank on Amazon</p> <p>9.1 Launching and Ranking</p> <p>9.1.1 What is a launch?</p> <p>9.1.2 What is ranking?</p> <p>9.1.3 Different methods of L&R</p> <p>9.1.4 Understanding Bumboo Launch</p> <p>9.1.5 Understanding HyperLaunch?</p> <p>9.1.6 Understanding ManyChat</p> <p>9.1.7 Understanding Facebook Ads</p> <p>9.2 Facebook, ManyChat & Pixelfy</p> <p>9.2.1 What is a Facebook Ad?</p> <p>9.2.2 How to manage Facebook Ad Budget</p>	1	75

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	<ul style="list-style-type: none"> 9.2.3 Understanding Target Audience 9.2.4 How to create a Facebook Ad? 9.2.5 What is ManyChat? 9.2.6 How to create and Manage ManyChat Flow? 9.2.7 Where to get existing MC flows? 9.2.8 Different type of Pixelfy URLs <p>9.3 Bumboo Launch</p> <ul style="list-style-type: none"> 9.3.1 How to prepare for a Bumboo Launch? 9.3.2 Checklist for a Bumboo Launch? 9.3.3 How to choose correct techniques for launch? 9.3.4 Understanding Very Very Real Orders or VVRO 9.3.5 What things you need to know before launching 9.3.6 Dos and Donts of a Launch 		
10.	<p>Bookkeeping and Record Handling</p> <ul style="list-style-type: none"> 10.1 How to make financial reports and submit reports <ul style="list-style-type: none"> 10.1.1 How to do Profit and Loss for Amazon business 10.1.2 How to make cashflow statements for Amazon 10.1.3 How to submit daily reports to clients 	3	15
11.	<p>Working as a VA on Upwork and other Platforms</p> <ul style="list-style-type: none"> 11.1 Upwork <ul style="list-style-type: none"> 11.1.1 What is Upwork and why we choose Upwork 11.1.2 How to create Upwork Account 11.1.3 How to get clients on Upwork 11.1.4 How to communicate with a foreign Client 11.1.5 What to charge the client 11.1.6 Understanding complete A to Z process 	3	15
12.	<p>Business Ethics for Amazon Business</p> <ul style="list-style-type: none"> 12.1 Business Ethics <ul style="list-style-type: none"> 12.1.1 Understanding Business Ethics 12.1.2 Taking a loss to give value to your client 12.1.3 Keeping everything of your client confidential 12.1.4 Honoring the agreement even at a loss 12.1.5 Dos and Don'ts of Business Ethics as VA 	5	10
TOTAL		40	360

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Date: 4-2-20

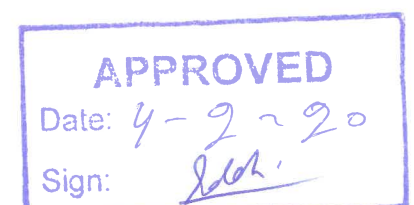
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LIST OF LAB(S)**Virtual Assistant (for Amazon)**
(3 - Months Course)

➤ Computer Lab.

Note: specifications must be as per course requirement :-

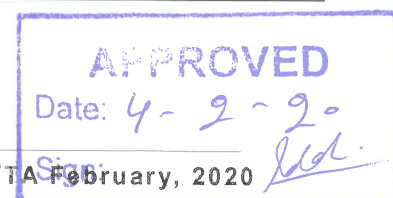
- (YouTube links affiliated with each module)
- (Video boot Camp of extreme – E-commerce)
- (Out Reach Program)



LIST OF TOOLS AND EQUIPMENT
(For 25-Students)

Name of Trade	Virtual Assistant (for Amazon)
Duration of Course	3 - Months

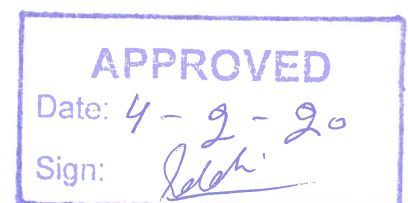
Sr. No.	Tools / Equipment	Quantity
1.	Desktop computer (specifications must be as per course requirement)	26 (1 for each student & 1 for the teacher)
2.	Printer (Laser)	01
3.	Scanner	01
4.	Internet Connection (At least 5- MB speed)	01
5.	UPS for each system	01
6.	Air Conditioner- 1 ½ Ton or 2 Ton	02
7.	Multimedia Projector	01
9.	Wireless Access Point/Router: (300 Mbps with minimum 4 Ethernet Ports,10/100/1000 Mbps)	01
10.	Mouse Pads	26
11.	Design & programming software's:- i. Operating System (MS Windows 7) for workstation ii. MS-Office 2010 iii. Adobe Photoshop iv. Drivers for all Hardware devices	One CD each software/ As per requirement
12.	Computer Chairs	25
13.	Computer Tables	25
14.	Important Tools for Product Research ; Jungle Scout, Merchant words, Helium 10, seller tools, Viral Launch.	25



LIST OF CONSUMABLE MATERIAL

Virtual Assistant (for Amazon)
(3 - Months Course)

Sr. No.	Item	Quantity
1.	Printing Paper	As per requirement
2.	Printer Toner	As per requirement

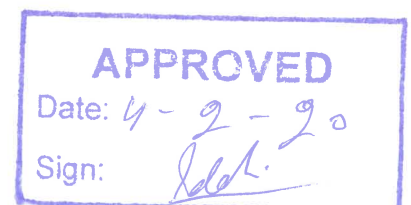


MINIMUM QUALIFICATION OF TEACHER

- Bachelor or Equivalent Degree with Proficiency in Spoken and Written English and Active Seller on Amazon with Minimum 1- Year of experience of selling on Amazon PL.

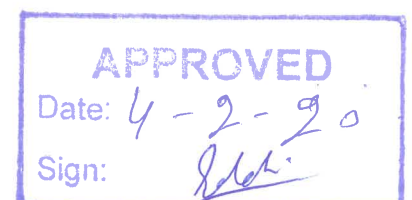
OR

- Inter with Skilled professional on Amazon A to Z services, including Product hunting, Sourcing & Launching with 3-Years' experience.



REFERENCE BOOKS

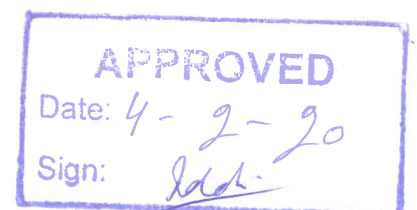
- Virtual Assistant Handbook by Extreme Commerce
- Youtube videos links
- Extreme Commerce by Sunnyali.com/ Facebook



EMPLOYABILITY OF PASS-OUTS

The pass outs of this course would be able to:

- Trying to work as Virtual Assistants for Amazon business on customer demand.
- They can use the product research, sourcing and launching techniques for job opportunities in various Platforms companies
- Upwork- work as an Amazon Expert
- Different companies on Extreme Commerce platform
- Can work as Personal Assistant



CURRICULUM DEVELOPMENT COMMITTEE

Dr. Syed Khaldoon Khurshid,
Assistant Professor, Deptt. Of Comp. Sc. & Engg., UET-Lahore

Mr. Mian Sohail Akram
Sr. Programmer, MIS Section, TEVTA Secretariat Lahore.

Mr. Essam Shamim,
Trainer, M/s Extreme Commerce,

Rana Muhammad Abubakar
Assistant Manager (Network Operations), Mass Transit Authority, Punjab

