

AMAZON COURSE OUTLINE

Amazon Bootcamp

Private Label | Wholesale | Combo Course

Private Label Duration: 1 Month

Wholesale Duration: 1 Month

Private Label + Wholesale Duration: 2 Months

Free Demo Class Available

Online & Physical Classes

Learn. Launch. Earn.

Professional Amazon business training powered by NESL



Program Snapshot

01 Who this is for

- Students who want to start Amazon selling
- Beginners looking for guided mentorship
- Entrepreneurs interested in brand building or wholesale

02 Learning format

- Online and physical classes
- Live walkthroughs and hands-on practice
- Mentorship focused on practical implementation

03 Course tracks

- Private Label - Duration: 1 Month
- Wholesale - Duration: 1 Month
- Combo Course / Private Label + Wholesale - Duration: 2 Months

Choose Your Path

PL Private Label

- Build your own brand
- Product research, sourcing, branding
- Optimized listing and launch strategies

WS Wholesale

- Find suppliers and distributors
- Brand approval process
- Inventory planning and operations

CB Combo Course

- Get both skill sets
- Better understanding of product models
- Flexible Amazon business direction



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Module 1 - Foundation & Product Research

01 Introduction to Amazon Business

- Understanding Amazon Marketplace
- Amazon business models overview
- Private Label and Wholesale
- Creating an Amazon Seller Account
- Amazon Seller Central overview

02 Product Research

- Criteria for winning products
- High-demand and low-competition products
- Product research tools
- Market analysis



Training focus

- Understand how Amazon works before investing in products.
- Learn how to compare markets, demand, competition and tools before selecting an opportunity.



Module 2 - Private Label & Product Hunting & Sourcing

03 Private Label Business Model

- Understanding Private Label
- Finding profitable products
- Brand creation and development
- Product strategies
- Competitor analysis
- Building a long-term Amazon brand

04 Product Hunting & Sourcing

- Finding reliable suppliers
- Alibaba and global supplier platforms
- Supplier negotiation techniques
- Sample ordering process
- Cost calculations
- Shipping methods

Outcome of this section

Students will understand how to identify a sellable product, compare suppliers, negotiate samples, estimate landed cost and prepare for brand launch.

Module 3 - Listing Creation, Images & Branding

05 Amazon Listing Creation

- Product listing optimization
- Keyword research
- SEO for Amazon
- Title optimization
- Bullet points writing
- Product description creation

06 Product Images & Branding

- Amazon image requirements
- Designing product images
- Lifestyle images
- Branding strategies
- Packaging design basics

Research

Find keywords

Create

Write listing

Design

Build visuals

Optimize

Improve conversion

Module 4 - FBA, PPC & Wholesale Operations

07 FBA

- Introduction to FBA
- Creating shipping plans
- Inventory management
- Amazon warehouses
- Labeling requirements
- FBA fee structure

08 Amazon PPC

- Introduction to Amazon PPC
- Campaign creation
- Sponsored Products
- Keyword targeting
- Bid management
- PPC optimization strategies

09 FBA Wholesale

- Introduction to Wholesale
- Finding wholesale suppliers
- Brand approval process
- Distributor and manufacturer sourcing
- Wholesale product research
- Inventory planning

10 Order Management & Customer Service

- Managing orders
- Handling returns
- Customer communication
- Account health management
- Performance notifications



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Module 5 - Live Practical + Bonus Training

LIVE Live Practical Training

- Live Seller Central walkthrough
- Product research practice
- Listing creation practice
- PPC campaign setup
- FBA shipment creation

AI Bonus Training

- AI tools for Amazon sellers
- Canva for Amazon graphics
- ChatGPT for listing creation
- Advanced product research strategies
- Amazon updates



Why practical training matters

Students do not just read theory. They practice Seller Central, product research, listing creation, PPC setup and FBA shipment steps with live guidance.



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Course Outcomes



Launch an Amazon Seller Account



Find Profitable Products



Source Products from Suppliers



Create Optimized Listings



Run Amazon PPC Campaigns



Start a Private Label Brand



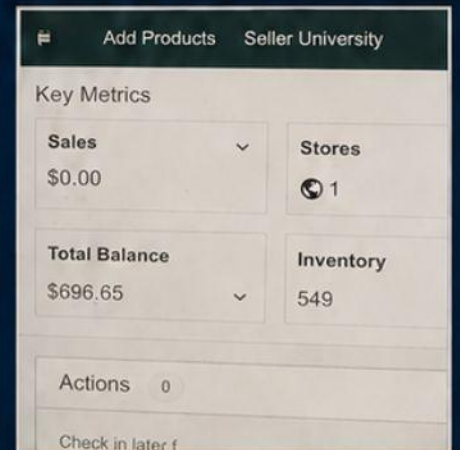
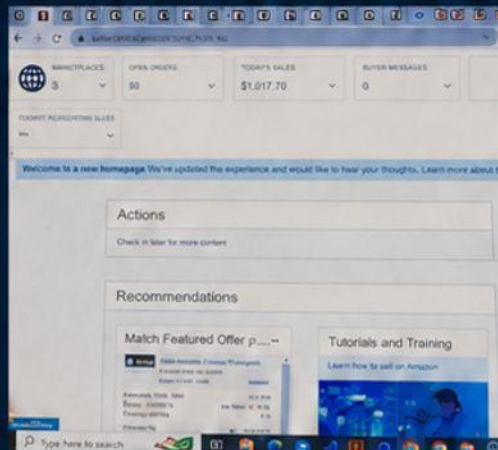
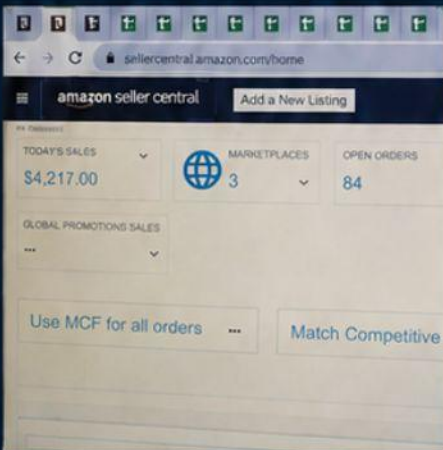
Build an FBA Wholesale Business



Scale an Amazon Business Professionally

By the end of the program, students should be able to move from Amazon basics to a practical launch plan.

Student Proof + Next Steps



Instructor Credentials / Government Programs



How to join the next batch

- Book a free demo class
- Choose your course: Private Label, Wholesale, or Combo
- Confirm online or physical class preference
- Reserve your seat before limited seats are filled
- Visit us: Plot # 195 Street 1 I 10/3 Islamabad

[Enroll Now](#)

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