



Practical Training on  
**Amazon Wholesale**  
**FBA USA**



amazon

## Introduction

Amazon's e-commerce dominance, marketplace opportunities, technological innovation and fulfillment infrastructure make it an essential platform in today's era. With a vast customer base and extensive product offerings it serves as a vital channel for sellers, a trusted destination for consumers, and a driver of technological advancements and convenience in online shopping. Wholesale Fulfillment by Amazon (FBA) USA is one of the online business models on Amazon that is going to unlock the secrets of success and helps to gain expert insights, strategies, and practical tips that will enhance the skills in the world of Wholesale FBA.

## Training Methodology:

- Practical based hands -on learning using all mentioned tools
- Demonstrations and simulations of Wholesale FBA process on Amazon

## Training Pre-requisites:

- Participant must have Basic Computer Skills like navigating computer systems, accessing the internet, and using common software applications.
- Basic and general understanding of business concepts is required such as sales, marketing, and inventory management.
- Participants should carry their own Laptops as training is in complete online working environment on Amazon.

## Who Can attend?

- Training is beneficial for all professionals who are willing to become E-commerce Entrepreneurs, Online Sellers, Consultants and Service Providers in the E-commerce industry.
- Professionals can join all over the world. Training is hybrid i.e., onsite, as well as online via Zoom/Google.

# amazon

Training on

## Amazon Wholesale FBA USA

### Tools Required:

- KEEPA product hunting tool
- FBA Revenue Calculator
- Jungle scout sales estimator

### Trainer Profile:

#### Ms. Saimah Hafeez, FCMA

Professional Trainer Amazon Business Models: Wholesale FBA (USA) Online Arbitrage (USA). and On Buy UK Dropshipping

### Training Contents:

Following are the contents of practical training:

- Introduction of Amazon
- Amazon Market places
- Why USA market is preferred on UK
- Business Models of Amazon
- Wholesale FBA Model
- Modes of delivery on Amazon
- Advantages of choosing FBA mode
- Opportunities in different roles
- Gated and Un gated products
- Profit and Budget
- Calculation of ROI
- Sales units and revenue per in stock seller
- Products to be avoided
- Categories to be hunted
- Product hunting criteria
- Buy Box Concept
- Buy Box Rotation
- How to win Buy Box
- Flow Chart of Wholesale Model
- LLC Requirements
- Case Study
- Tools Required
- Outcomes
- Regular Monitoring of Buy Box

**DAY & DATE:** Starting from July 9, 2023 (on Campus & Online)  
Saturday Time: 6:30pm to 8:30pm & Sunday: 2:00pm to 4:00pm



ICMA Amazon Training

**VENUE:** Seminar Hall, ICMA Head Office, Gulshan-e-Iqbal, Karachi



**Group Joining Link:** <https://chat.whatsapp.com/CCmCDLR0gQe7VkJSddx3Bcw>



### Investment:

Description	Fee (PKR)
ICMA Members/Qualified/Students:	10,300/- (Inclusive of Tax)
ACCA, CIMA, ICAP, PIPFA and Other Professional Bodies:	11,300/- (Inclusive of Tax)
Others:	12,300/- (Inclusive of Tax)

**CPD: 24 HOURS**

With warm regards

**Hakim Ali Jatoi, FCMA**  
Secretary & Treasurer  
Karachi Branch Council

**Mazhar Saleem Shah, FCMA**  
Vice Chairman  
Karachi Branch Council

**Azeem Hussain Siddiqui, FCMA**  
Chairman  
Karachi Branch Council

For further details & registration, please visit the website or contact:

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