



## **MASTERING E-COMMERCE**

### **How to Start and Succeed in E-Commerce**

### **Amazon, eBay, Shopify, and Daraz**

## **Training Program**

**100,000+ Students**  
**have been Trained**

since  
1997

### **Who can do?**

- Any Individual or any organization employee can pursue this course
- Like to enhance their professional skills in E-Commerce, especially in Amazon, eBay, Shopify and Daraz etc.
- Individuals, working professional and students who would like to develop their career in the field of E-Commerce Marketing and Selling with different Platforms, stores, product hunting and drop shipping.

**Program is  
offered by**

**3D EDUCATORS**  
22 Years of  
Excellence in  
Training &  
Development  
**INT**

**Invest in  
People the  
only Asset  
that Appreciates**



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### About the Program

This Course is specially designed for those who would like to start their career in the field of E-Commerce, especially in Amazon, Shopify, eBay, Daraz etc. and get the 100% knowledge about their setups, strategy, product hunting, and drop shipping methodology.

The program is designed for students, individuals and professionals to learn and start their own business on the different E-Commerce Platforms.

The main objective of the course is to enhance the skills of a person, in E-Commerce Platforms and make them master by the different tools and techniques.

### Inauguration

The Training Program will be inaugurated by a senior member of 3D EDUCATORS

### Program Structure

No of classes per week	<b>02 - Class</b>
Duration of each class	<b>02 – Hour</b>
Total Duration	<b>32 Hours</b>

### Other Learning Activities

Classroom Assignments	<b>04</b>
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## COURSE CONTENT:

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### MODULE 1: AMAZON (CLASSES 1–4)

#### Class 1: Introduction to Amazon Selling

- Overview of Amazon Marketplace
- Types of Amazon seller accounts (Individual vs. Professional)
- Amazon business models (Retail Arbitrage, Wholesale, Private Label, Drop shipping)
- Setting up an Amazon seller account

#### Class 2: Product Research and Sourcing

- Tools for product research (Helium 10, Jungle Scout)
- Identifying profitable niches
- Sourcing products from suppliers (Alibaba, local markets)
- Calculating fees and profit margins

#### Class 3: Listing Optimization

- Writing compelling titles, descriptions, and bullet points
- Keyword research for Amazon SEO
- High-quality product images and videos
- A+ Content and Enhanced Brand Content

#### Class 4: Amazon FBA and Advertising

- Introduction to Fulfillment by Amazon (FBA)
- Shipping to Amazon warehouses
- Basics of Amazon PPC campaigns
- Analyzing ad performance and budget optimization



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### COURSE CONTENT:

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#### MODULE 2: EBAY (CLASSES 5–8)

##### Class 5: Getting Started with eBay

- Overview of eBay marketplace
- Types of eBay accounts (Individual vs. Business)
- Setting up an eBay seller account
- Understanding eBay's fee structure

##### Class 6: Product Listing and Optimization

- Crafting effective eBay listings
- eBay SEO: Using keywords in titles and descriptions
- Competitive pricing strategies
- Using high-quality images and videos

##### Class 7: Shipping, Returns, and Customer Service

- Shipping options: Domestic and international
- Managing returns and refunds
- Handling customer queries and disputes
- Maintaining a high seller rating

##### Class 8: Promotions and Advanced Selling Techniques

- Running promotions and discounts
- Using promoted listings
- Cross-listing and bulk uploading products
- Analyzing performance with eBay analytics



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### COURSE CONTENT:

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#### MODULE 3: SHOPIFY (CLASSES 9–12)

##### Class 9: Introduction to Shopify

- Overview of Shopify's platform
- Choosing the right Shopify plan
- Setting up your online store (themes, branding)
- Connecting a custom domain

##### Class 10: Adding Products and Managing Inventory

- Creating product pages (titles, descriptions, images)
- Organizing collections and categories
- Managing stock levels and inventory
- Setting up taxes and shipping zones

##### Class 11: Payment Gateways and Checkout

- Setting up payment methods (Stripe, PayPal, Shopify Payments)
- Customizing the checkout process
- Understanding Shopify fees
- Ensuring a secure checkout experience

##### Class 12: Shopify Marketing and Apps

- Using Shopify apps for automation (email, reviews, upselling)
- Basics of email marketing and abandoned cart recovery
- Social media integration with Shopify
- Analyzing store performance with Shopify analytics



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### COURSE CONTENT:

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#### Module 4: Daraz (Classes 13–16)

##### Class 13: Getting Started with Daraz

- Overview of Daraz marketplace
- Registering as a Daraz seller
- Understanding Daraz policies and guidelines
- Seller Center dashboard walkthrough

##### Class 14: Product Listing and Optimization

- Creating effective listings on Daraz
- Using keywords for SEO on Daraz
- Product pricing strategies
- Uploading bulk products using CSV

##### Class 15: Order Fulfillment and Delivery

- Understanding Daraz logistics (DPS and LMW)
- Managing orders and returns
- Handling customer feedback and complaints
- Tracking performance metrics

##### Class 16: Marketing and Promotions on Daraz

- Using Daraz Sponsored Ads
- Participating in flash sales and campaigns
- Leveraging Daraz University for growth
- Analyzing data with Seller Center insights



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### TERMS & CONDITIONS

#### WITHDRAWAL FROM THE CERTIFICATION OR DIPLOMA

Students are not allowed to withdraw from the CERTIFICATION/DIPLOMA. If a student cannot continue the CERTIFICATION his/her fee will be forfeited.

#### CONDUCT AND DISCIPLINE

A disciplinary action, leading to rustication, will be taken against students whose conduct is found objectionable at any time during the course of study. Reference will be made to 3D Educators code of conduct.

#### EVALUATION AND GRADING

The performance of students is evaluated through continuous observation of a student's performance in the CERTIFICATION/DIPLOMA – class participation, submission of assignments, quizzes and exercises.

The student will be examined through three hourly exams conducted at the midterm and a final exam at the end of the program. Total marks for passing the CERTIFICATION/DIPLOMA will be 70 out of a total of 100.

Students who do not meet the attendance or any other eligibility criteria will not be allowed to appear in the final examination.

The following grading plan will be applicable for the CERTIFICATION/DIPLOMA:

A	B+	B	C+	C	F
87-100	81-86	72-80	66-71	60-65	Below 60

Students who are unable to appear for the final exam are required to submit a written application stating the reason for not appearing for the exam. 3D Educators reserves the right to approve or deny such applications. If approved, the student will be allowed to sit for the exam within one month. Failure to do so, the student will be resubmit the examination fee and sit the future schedule exam. Without passing of the exams no certification will be awarded.





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### **ONLINE LIVE CLASSES FACILITY AVAILABLE**

- Instructor Led Training
- Real Time Presentations
- Interactive Classes
- Complete Notes and Other Stuff shall be provided through our Secure Student Login Member's Area
- For Online Live Classes, you may please download the Admission Form through our website <http://www.3deducators.com>. Fill it properly and attached the required document along with Picture and send back to [info@3deducators.com](mailto:info@3deducators.com) with scanned fee submitted voucher in the bank.
- For Pakistan you may submit the fee at any MCB Branch with the title of "3D EDUCATORS-TRAINERS & CONSULTANTS".
- If you are outside Pakistan then you may transfer via Bank to Bank or any western union, Fast Track, Money Gram or else International Transfer Body.
- After Admission, if you don't have GMAIL Account then you are requested to kindly make one GMAIL Account and shared it [info@3deducators.com](mailto:info@3deducators.com). Then further correspondence shall be made by our institute official.
- Extra Bandwidth Charges shall be incurred.



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### **PRECAUTIONARY MEASURES**

- During Classes, you are requested to make sure that you are in isolated room, where no noise should be there except your voice.
- Kindly Switch Off your Cell Phone during the class, because it will disturb the quorum of class.
- If you have taken the admission in the course online lonely, then ethically it is recommended and suggested that you alone in the class.
- Recording of Lectures are not allowed at your end.

This world is emerging and growing in the 21st Century very rapidly because of latest and remarkable technologies and its advancement. Due to advancement of technology, we 3D EDUCATORS offer Live Interactive class sessions.

3D EDUCATORS believe on Information Technology and its systems. Now you can also avail this facility at your home.

### **DISTANCE NOT MATTER**

You can join in the live classes Sessions of 3D EDUCATORS – TRAINERS & CONSULTANTS from anywhere of the world.



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## CONTACT US

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Download Form | 

Get the Admission Form

**MANAGEMENT  
3D EDUCATORS  
TRAINERS & CONSULTANTS**