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WELCOME TO THE

# **BUILD PHASE**

THIS IS NOT A THEORY CLASS.  
**THIS IS A BUSINESS-BUILDING PROGRAM.**

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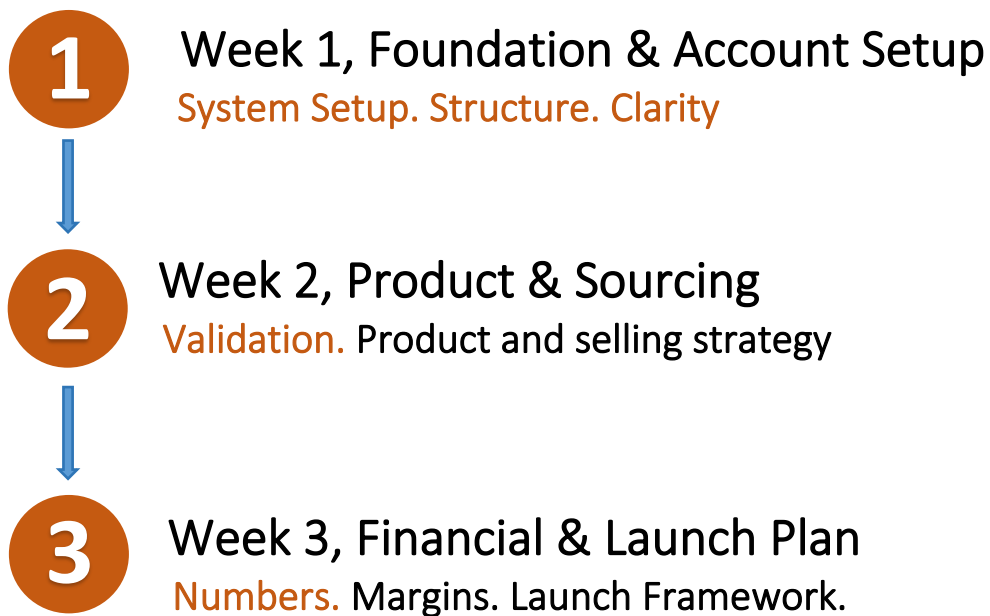
Over the next 3 weeks, you will not just learn about Amazon. you will build your Amazon foundation step by step

**By the end of this program, you will have:**

- ☑ A fully set-up Amazon Seller Account
- ☑ A USD receiving system
- ☑ A validated product concept
- ☑ A real sourcing framework
- ☑ A structured profit model
- ☑ A launch roadmap

# PROGRAM ROADMAP

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Execution creates results.  
This program gives you structure. Your discipline creates success.  
*- Sistomall Academy*

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# **SESSION 1: Seller Account Setup & USD Account**

## **What You Will Build Today:**

- Open USD bank account and install APP on the phone
- Open USA Amazon seller account and install app on the phone

## **Today's Action Steps:**

- Prepare passport
- Prepare company license
- Prepare billing address
- Start registration process
- Prepare E-Mail address
- Prepare mobile phone number

## **Notes:**

# **SESSION 2: Navigation Seller Central & Learning Basic Product Listing**

## **What You Will Learn Today:**

- Important seller central menu
- what is account health
- setting your amazon account
- Learn about listing products

## **Today's Essential Amazon Terminology:**

FBA (Fulfillment by Amazon)

FBM (Fulfillment by Merchant)

Seller Central

Vendor Central

Marketplace

ASIN (Amazon Standard Identification Number)

SKU (Stock Keeping Unit)

UPC (Universal Product Code)

## **Notes:**

# SESSION 3: Profit & Cost Calculation

## What You Will Build Today:

- FBA fees
- Referral fees
- Net profit structure
- Packing & Shipping. Information and cost calculations

## Today's Essential Amazon Terminology:

FBA Fee  
Referral fee  
Storage Fee  
Long-Term Storage Fee  
Landed Cost  
Profit Margin  
ROI (Return on Investment)  
Break-even Point  
Net profit

## Notes:

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# **SESSION 4: Product Listing & Images**

### **What You Will Build Today:**

- do the first & full product listing
- images

### **Today's Essential Amazon Terminology:**

Product Listing  
Product Title  
Bullet Points  
Product Description  
Backend Keywords  
Search Terms  
Main Image  
A+ Content  
Brand Registry

### **Notes:**

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# **SESSION 5: Product Research Basics**

### **What You Will Build Today:**

- Product validation logic
- Demand vs competition
- Market gaps
- Competitor analysis
- analysis product's quality by customer's feedback

### **Today's Essential Amazon Terminology:**

Competition  
Review Count  
Rating (Star Rating)  
Best Seller Rank (BSR)  
Private Label  
Wholesale  
Arbitrage (Online / Retail Arbitrage)

### **Notes:**

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## **SESSION 6: Set Selling Price**

### **What You Will Build Today:**

- why lowest price to get review?
- price testing up & down
- stop price war

### **Today's Essential Amazon Terminology:**

- Standard price
- Sale price
- Your price
- Featured offer (Buy Box)
- Lowest Price

### **Notes:**

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# **SESSION 7: Manage shipment & PL**

## **What You Will Build Today:**

- How to create your first shipment
- How to create packing list
- Weight and size standard
- PL sample file

## **Today's Essential Amazon Terminology:**

FNSKU label  
UPC  
EAN  
GTIN  
Craton Label  
Prep service  
Fulfillment center  
SPD (small parcel delivery)  
Pallet label

## **Notes:**

# **SESSION 8: PPC Adjustment**

## **What You Will Build Today:**

- create AD
- manage ad cost

## **Today's Essential Amazon Terminology:**

- CVR (Conversion rate)
- CPC (cost per click)
- AD sales
- Campaign

## **Notes:**

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## **SESSION 9: Practical Product Selection Workshop**

### **What You Will Build Today:**

- Demand
- Competition
- Profitability

### **Today's Essential Amazon Terminology:**

- keyword demand
- Sales volume
- Market trend
- Seasonal Product
- Market size
- Sales volume
- number of sellers

### **Notes:**

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# SESSION 10: Amazon Seller APP

## What You Will Build Today:

- manage all shop on app

## Notes: