

# Seminar on Mastering Amazon eCommerce

The Islamabad Branch Council is organizing a seminar on mastering Amazon eCommerce, designed to provide essential insights and strategies for success in the online business world.

## Seminar Contents:

**Segment 1:** Introduction to Amazon eCommerce

**Objective:** Understand the basics of selling on Amazon and the platform's ecosystem.

1. Welcome and Icebreaker
2. Amazon Marketplace Overview
3. Getting Started on Amazon

**Segment 2:** Building and Optimizing Your Listings (60 Minutes)

**Objective:** Learn how to create compelling listings and optimise them for better visibility and sales.

1. The Anatomy of a Successful Amazon Listing
2. Introduction to Amazon SEO
3. Hands-On Exercise: Crafting a Listing

**Segment 3:** Growing Your Amazon Business (60 Minutes)

**Objective:** Explore strategies for scaling and maximising profits.

1. Driving Traffic and Boosting Sales
2. Inventory and Fulfillment Management
3. Monitoring Performance and Adjusting Strategies

## Registration Contact:

**Ms. Bazzla Islam**

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With Warm Regards:

**Haider Abbas, FCMA**

Secretary

Islamabad Branch Council

**Muhammad Rizwan Arshad, FCMA**

Vice Chairman

Islamabad Branch Council

**Muhammad Imran, FCMA**

Chairman

Islamabad Branch Council



## Trainer's Profile:

**Samia Rashid**

CEO of E-PROHUB

Miss Samia Rashid, CEO of E-PROHUB Pvt. Ltd., is a visionary entrepreneur and registered trainer with NAVTTC, specializing in Amazon and digital commerce. She is actively involved in social change through AWID and initiatives for underprivileged children's education. A dynamic media personality, she hosts morning shows and moderates political discussions, inspiring change across Pakistan's social, business, and media landscapes.

## Program Details:

### Day, Date & Timing:

Tuesday, February 4, 2025,  
05:30 pm to 08:30 pm

### Registration link:

<https://bit.ly/4hpo9er>

### Investment/Fee:

Only Your Precious Time

**CPD:**  
3 Hours

