

eBay Course

Module 1: Introduction and Basics

- Introduction to eBay and E-commerce Basics
- Account Creation on eBay
- Understanding eBay's Advantages and Disadvantages
- Overview of Important eBay Topics

Module 2: Product Hunting and Research

- Product Hunting Basics
- Research Strategies on eBay
- Using eBay Tools for Product Hunting
- Product Hunting Through Terapeak & Zik Analytics

Module 3: Sourcing and Fulfillment

- Sourcing Strategies: Selecting Products and Suppliers
- Dealing with Manufacturers and Ordering Samples
- Fulfillment from Suppliers and Shipping Options
- Understanding Drop Shipping and its Types

Module 4: Pricing and Fees

- Pricing Strategies and Cost Calculation
- Understanding eBay Fees and Charges
- Shipping and Handling Costs
- Managing Profit Calculations and Control

Module 5: Listing and Sales

- Creating Effective Listings on eBay
- Tips for Listing Management
- Order Handling and Fulfillment
- Providing Experiential Customer Service

Module 6: Account Management and Feedback

- Understanding Seller Levels on eBay
- Managing Feedbacks (Positive, Neutral, Negative)
- Account Health and Performance Metrics
- Inventory Management and Tax Considerations

Module 7: Advanced Strategies and Opportunities

- Job and Investment Opportunities in E-commerce
- High Categories of Control and Management
- Advanced Listing Techniques (Single and Multiple Listings)
- Handling eBay Cases (Cancellation, Return, Non-receipt)