



Building Businesses with Strategic Innovation



CERTIFIED
PARTNER

2025 TRAINING PROGRAM

INTRODUCTORY
DOCUMENT

What to expect by the end of training ?

By the end of the Amazon Private Label Launch Training Program, participants can expect:

- **Comprehensive Knowledge:**

A thorough understanding of the Amazon Private Labeling ecosystem.
Proficiency in using the Amazon Seller Central platform.

- **Successful Product Launch:**

Completion of the product research and selection process.
A successfully launched product on the Amazon platform.

- **Effective Supplier and Inventory Management:**

Identified and engaged with reliable suppliers.
Implemented strategies for efficient inventory management.

- **Strong Brand Identity:**

Developed a compelling brand identity and story.
Designed effective and attractive product packaging.

- **Optimized Amazon Listings:**

Created highly optimized product listings for increased visibility.
Implemented advanced listing strategies, including A+ Content.

- **Strategic Product Launch:**

Executed a well-planned product launch strategy.
Monitored and adjusted launch strategies for optimal results.

- **Customer Engagement and Support:**

Established robust customer support practices.
Successfully engaged with customers and garnered positive reviews.

- **Sales Scaling and Diversification:**

Scaled successful products for increased revenue.
Diversified sales channels and explored international markets.

- **Business Analytics and Planning:**

Utilized key business analytics to evaluate performance.
Developed long-term strategies for sustained success.

- **Confidence and Independence:**

Gained the confidence to navigate the Amazon marketplace independently.
Acquired problem-solving skills for potential challenges in the e-commerce landscape.



+971 50 752 7506



support@innovexenterprises.com



www.innovexenterprises.com



+971 50 752 7506

iNNOVEX
Building Businesses with Strategic Innovation



Amazon Private Label Launch Training Program

Program Duration: **1 Months – 8 Classes**

2 Lectures/Week (1 lecture Sessions & 1 Discussion Session on lecture topic)

Orientation and Initial Setup

- Introduction to Amazon Private Labeling.
- Setting up your Amazon Seller Central account.
- Understanding market trends in the UAE.
- Navigating the Amazon Seller Dashboard.

Product Research and Selection

- Exploring product categories and niches.
- Conducting in-depth product research.
- Selecting a profitable product for launch.
- Analyzing competition and demand.

Supplier and Inventory Management

- Identifying reliable suppliers.
- Negotiating terms and conditions.
- Managing inventory and order fulfillment.
- Quality control and logistics considerations.

Branding and Packaging

- Developing a brand identity.
- Creating a compelling brand story.
- Designing product packaging.
- Understanding the importance of branding on Amazon.

Amazon Listing Optimization

- Crafting effective product titles and descriptions.
- Utilizing high-quality images.
- Keyword optimization for better search visibility.
- Implementing A+ Content and Enhanced Brand Content.

Shipment Management & PPC Module

- Optimizing inventory and shipping processes for cost efficiency.
- Step-by-step guidance on Amazon shipment creation.
- Setting up and managing PPC campaigns to boost visibility and sales.
- Analyzing performance metrics to maximize ad ROI.



+971 50 752 7506



support@innovexenterprises.com



www.innovexenterprises.com



+971 50 752 7506

Amazon Private Label Launch Training Program in UAE
Duration: 1 Months

Meet Your Trainer: Iqra Waqas, Ph.D.

We're thrilled to introduce your mentor, Iqra Waqas, a seasoned professional with a Ph.D. in Business Administration. With a robust background in IT products development, she embarked on her entrepreneurial journey in 2018.

Credentials:

Ph.D. in Business Administration
8 Years Corporate Experience in IT Products Development
7 Years of eCommerce Entrepreneurship.

Entrepreneurial Journey:

Launched her ecommerce entrepreneurial venture in 2018

What to Expect:

Iqra brings a wealth of knowledge and experience to the table. With her educational background, corporate insights, and hands-on entrepreneurial experience, you're in capable hands. Expect a transformative learning experience that will propel you toward success in the world of Amazon private label selling.

Get ready to reap the full fruits of your training journey with Iqra Waqas!

Inclusions:

Unleash your potential in the world of Amazon private label selling with our comprehensive training program.

Elevate your e-commerce journey with expert insights
and personalized support.
Enroll today!

+971 50 752 7506
support@innovexenterprises.com
www.innovexenterprises.com
+971 50 752 7506

