https://www.youtube.com/watch?v=kU0h7HnuBNc

5. Product Research in UAE

https://www.youtube.com/watch?v=2w-5PguQMEo

So that is how your product research to find hot items to sell on amazon.

Competitor Picking

Once your product gets approved by management or your investor, next step you do is Competitor pickup (choosing the design / offer you're going to sell)

Because it is an old idea to copy the existing design and starts. Hing with lower price as everyone is doing this so wanter add value into existing offers that can give customer a solid reason the skip others and purchase from us.

There are few to myolve in COMPETITOR PICKING

- 1. Checking the seller with low reviews and high revenue (More than our target revenue) on first page.
- 2. Read the negative reviews to make improvements in your product.
- 3. Plan how you are going to add value in existing offer (You may check other markets to get an idea).
- **4.** Hire Patent Checker to confirm the product is not the

PATENT. What is Patent?

getting penalty in case of any henki phenki.)
A few videos that are helpful in sourcing.
☐ https://www.youtube.com/watch?v=fhlDRG5UVCg
How to deal with Chinese suppliers and freight forwarders.
□ https://www.youtube.com/watch?v=wzCDUwW5M3Q
How to use Ali Baba for finding Suppliers.
□ https://www.youtube.com/watch?v=Lz OwrfBNEs
Once all done from the SOURCING Oxt step is to do PRODUCT LISTING. Product Lightly is the process to creating the content of your product to display on amazon and upload it on AMAZON.
Elements of Product Listing.
 □ Title □ Features □ Brand Name □ Description □ Images □ Price □ Variations (If any) □ Fulfilment Method

this before placing the order so they will be careful as they will be

Listing Images – Recommendations

- Main Image White spacing/Plain background
- 2nd Image Branding/Packaging image
- 3rd Image onwards Lifestyle Images
- Info graphics (product specs, features, size-info graphics etc.)
- Product Videos (If brand registered)

A Well Optimized Listing Example is given below;

https://www.amazon.com/Spring-Chef-Professional-Stairle & Black-Medium/dp/B01CX1RIMQ?ref =ast sto dr&n=1&psc=1

So above things expequired for listing a product on amazon, however we for the discuss about that is a necessary thing as well for listing your item on amazon.

Amazon UPC is nothing, but a unique code assigned to each product on the Amazon marketplace. UPCs make it easy to identify individual products sold on Amazon across the world. Think of it as Amazon's system to separate each product in its database.

There are many websites that provides UPCs but make sure to choose the correct one as amazon does not accept the UPCs of everyone.

We recommend purchasing from Nationwidebarcode.com as we have a better experience with this website's UPCs.

UPC is product wise not quantity wise, Means If you are listing a product "ICE CREAM SCOOP" and sending its 500 pcs into amazon

Buyer opens amazon and add whatever he needs in amazon search box as like Laptop Stands for HP. Amazon will see how many sellers have used Laptop stands for HP in the content of their listing (title, bullets or description) and picks the relevant one for the buyer in search result.

So as a seller it is important for us to know all those keywords related to our product that are being used by buyers in amazon search box, so we can use in our content of the listing to maximize the traffic.

For this purpose, we use to do **KEYWORD RESEARCH.**

Keyword Research is the process of finding all the relevant high search volume keywords by using different bethods / tools.

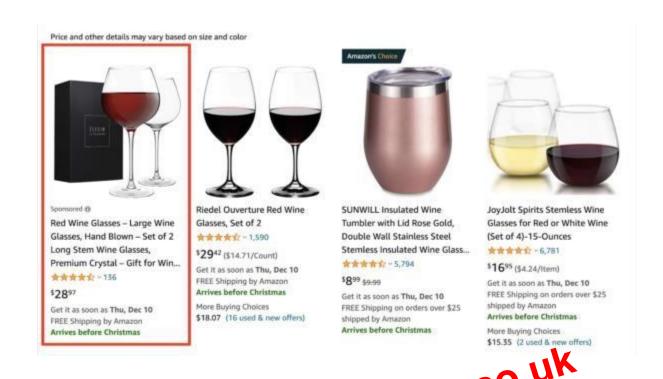
Make sure to use always relevant Reywordson your content to avoid irrelevant traffid, heans if you're selling plastic ice cream scoop then stainless Reef ice cream scoop is not your keyword, so avoid it.

How to do Keyword Research? Below is the detailed video for your guidance.

https://drive.google.com/file/d/1fQEZiUyssAYnI8 yREdEqzomNal W7QY1/view?usp=sharing

Backend Search Terms:

Backend Search terms are the hidden keywords you can use in Search Terms field while doing product listing, Purpose of the BACKEND SEARCH TERMS is to give amazon all the 'terms' that you are sure can be used on amazon with your keyword. I.e., you are selling **ice cream**



Sponsored Brands – ads for brand brights that allow brands to promote a custom headline, brand logo, and 10 to 3 products in their ad in the ton spon above Argazon search results (and other placement), with the ability to send shoppers to their Amazon Stores page or a custom landing page on Amazon.



For example, if you decide you what a 10% profit margin after PPC costs, and you have a break-even ACoS of 25%, this means you have 15% to spend on PPC. This eyear target ACoS. To ensure you run a profitable campaign in the with your target profit margin, you will never want to spend over your target ACoS.

 Target ACoS = Profit Margin before Ad Spend – Target Profit Margin After Ad Spend

Optimize your Amazon listing before you start with Amazon PPC

Before you start with Amazon PPC, it's important to ensure your Amazon product listings are optimized for Amazon SEO. Amazon SEO is a prerequisite for keyword targeting and optimizing the click-through-rate & conversion rate of your Amazon PPC ads.

Amazon SEO is a two-step process: