

<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 start selling with lower price as everyone is doing this so we must add value into existing offers that can give customer a solid reason to skip others and purchase from us.

There are few steps involve 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?**

this before placing the order so they will be careful as they will be 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](https://www.youtube.com/watch?v=Lz_OwrfBNEs)

# Listing

Once all done from the SOURCING next step is to do PRODUCT LISTING.

Product Listing is the process of 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

## Listing Images – Recommendations

- Main Image – White spacing/Plain background
- 2<sup>nd</sup> Image – Branding/Packaging image
- 3<sup>rd</sup> 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-Stainless-Black-Medium/dp/B01CX1RIMQ?ref=ast\\_store\\_dp&pf\\_rd\\_psc=1](https://www.amazon.com/Spring-Chef-Professional-Stainless-Black-Medium/dp/B01CX1RIMQ?ref=ast_store_dp&pf_rd_psc=1)

So above things are required for listing a product on amazon, however we forgot to discuss about UPC 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 methods / tools.

Make sure to use always relevant keywords in your content to avoid irrelevant traffic, means if you are selling plastic ice cream scoop then stainless steel 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\\_yREdEqzomNalW7QY1/view?usp=sharing](https://drive.google.com/file/d/1fQEZiUyssAYnI8_yREdEqzomNalW7QY1/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**

Price and other details may vary based on size and color



Sponsored @

**Red Wine Glasses – Large Wine Glasses, Hand Blown – Set of 2 Long Stem Wine Glasses, Premium Crystal – Gift for Win...**

★★★★☆ ~ 136

**\$28<sup>97</sup>**

Get it as soon as **Thu, Dec 10**  
FREE Shipping by Amazon  
**Arrives before Christmas**



**Riedel Ouverture Red Wine Glasses, Set of 2**

★★★★☆ ~ 1,590

**\$29<sup>42</sup>** (\$14.71/Count)

Get it as soon as **Thu, Dec 10**  
FREE Shipping by Amazon  
**Arrives before Christmas**

More Buying Choices  
**\$18.07** (16 used & new offers)



**Amazon's Choice**

**SUNWILL Insulated Wine Tumbler with Lid Rose Gold, Double Wall Stainless Steel Stemless Insulated Wine Glass...**

★★★★☆ ~ 5,794

**\$8<sup>99</sup>** ~~\$9.99~~

Get it as soon as **Thu, Dec 10**  
FREE Shipping on orders over \$25 shipped by Amazon  
**Arrives before Christmas**



**JoyJolt Spirits Stemless Wine Glasses for Red or White Wine (Set of 4)-15-Ounces**

★★★★☆ ~ 6,781

**\$16<sup>95</sup>** (\$4.24/Item)

Get it as soon as **Thu, Dec 10**  
FREE Shipping on orders over \$25 shipped by Amazon  
**Arrives before Christmas**

More Buying Choices  
**\$15.35** (2 used & new offers)

**Sponsored Brands** – ads for brand branding that allow brands to promote a custom headline, brand logo, and up to 3 products in their ad in the top spot above Amazon search results (and other placements), with the ability to send shoppers to their Amazon Stores page or a custom landing page on Amazon.



For example, if you decide you want 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 is your target ACoS. To ensure you run a profitable campaign in line 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:**