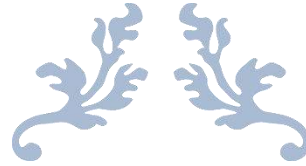




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Trade Development Authority of Pakistan
(Services, Halal & New Opportunities Division)



AMAZON TRAINING BY TDAP

At Karachi Chamber of Commerce & Industry



AUGUST 11, 2021



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Introduction

Amazon is a global e-commerce platform which is believed to enable the local Pakistani entrepreneurs to sell their brands across the globe while increasing opportunities for exploring and reaching new markets. While the platform will be a huge opportunity for Pakistan in terms of enhancing its global economic outreach in return for big profits, it is believed that local sellers lack the proper understanding of the platform and will have to be trained in order to gain the most out of their membership with Amazon. Keeping in view the opportunities and benefits Amazon brings for the local entrepreneurs, the Trade Development Authority of Pakistan (TDAP) conducted a training session virtually at KCCI aimed at educating Pakistani exporters to benefit from the e-commerce giant Amazon on 11th August, 2021.

Objective

The main objective of the trainings was to equip Pakistani businesses with required skills and knowledge for selling on Amazon which shall bring an increase in Pakistan's exports. Given the high fees around 1000 US\$ being charged by private sector companies for such trainings, TDAP conducted the subject training free of cost, as TDAP always takes lead in hand holding of companies having potential to sell globally. The objective of the session was to educate the business class and the exporter about the methodology of registration, enlisting and subsequently selling their product.



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TDAP Team

The TDAP team was led by **Jamil Ahmed**, Director Services along with four officers namely:

Name	Task
Jamil Ahmed	Team Lead
Rohail Nazir	Module 01
Adil Mukhtar	Module 02
Urva Hassan Zubairi	Module 03
Amir Khan	Module 04

Attendance

The first session of this training plan was held virtually at Karachi Chamber of Commerce & Industry. A total of 80 members of the Karachi Chamber of Commerce and Industry (KCCI) attended the online training via zoom which was followed by a detailed Q&A session. Additionally, Mr. Shamsul Islam Khan (Vice President KCCI), Mr. Ahmed Azeem Alvi (Chairman (Exhibition), Ch. Zahid Bashir (MC Member), Ms Uzma Tasleem (Director Research) and Mr. Adil Muhammad Khan, (Deputy Secretary) also attended the session from KCCI.



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Proceedings

1. The training started with recitation of verses from the Holy Quran by Mr. Ahmad Azeem Alvi, Chairman, Fairs, Exhibitions & Trade Delegations Sub-Committee 2020-21
2. At the outset of the meeting Mr. Shamsul Islam Khan, Vice President KCCI warmly welcome the participants and TDAP officials.
3. He appreciated the efforts made by the Ministry of Commerce for the promotion of e-commerce and Pakistan's inclusion in Amazon's sellers' list. He also appreciated TDAP for conducting the Training session on Amazon with KCCI.



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4. Mr. Jamil Ahmed, Director Services TDAP welcomed the audience. He said that Pakistan has now joined the global market which will create billions of investment and employment opportunities in the country. He gives credit to the present government and the efforts of the ministry of commerce for the Inclusion of Pakistan in the Amazon sellers' list.
5. He stated that we are trying to simplify procedures for Pakistani traders and entrepreneurs to join the Amazon platform.
6. Mr. Jamil Ahmed stated that TDAP has already placed plenty of information including Amazon Tutorials Videos links and Guidelines for Selling on Amazon as Pakistani Seller on our official website.
7. Thereafter, Mr. Jamil Ahmed invited the TDAP instructors to give presentations on training modules accordingly.





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Training Modules

The session was based on four modules that educated the sellers on Account Registration, Product Listing, Payment Procedure, and Logistics Strategy.

1. Sellers Registration by Mr. Rohail Nazir:

- Penalties for Non-Compliance to Amazon Policy Guidelines.
- Billing Information
- Store and Product Information
- Uploading of Documents
- Cautions
- Seller's Account Health Matrices

2. Product Listing on by Mr. Adil Mukhtar:

- Add Products via Upload
- Add a Product page
- Create a New Product Listing
- Browse for your product's category
- Listing Info for your new product
- Guide on how to add New Products (Product Listing)
- How to Manage Inventory
- How to Write Product Detail
- Product Display Page
- Introduction and Protection of Intellectual Property Rights
- How to Answers the Queries?
- How to write Product Specification / Contents
- Search Engine Optimization for your Products



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3. Amazon Payment Procedures by Ms. Urva Hassan Zubairi:

- Amazon Fee Structure
- Payment Method for Sellers in Pakistan
- Payment Processing Time
- SBP Regulations and Procedures

4. Logistic Strategy by Mr. Amir Khan:

- E – Commerce & Courier and Cargo Companies operating in Pakistan
- Time of delivery
- Inbound/outbound taxes/duties involved
- How to deliver products to Amazon
Selecting the right fulfillment option
- The benefits of Fulfillment by Amazon
- How Fulfillment by Amazon works
- Fees for using Fulfillment by Amazon (FBA)





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Outcome

Many companies were seen registering with Amazon during training. There was a 40 minutes long Q&A session and most of companies were able to get their issues at hand resolved.

Feedback

As per the preliminary feedback from Amazon Training at KCCI on August 11, 2021, mostly members were stuck on first two module and wanted to share their screens for resolution of issues at hand. The first two module has difficulty understanding online because of complexity involved and require hands on training. KCCI officials shared plan about conducting another training on ground at KCCI.

Way Forward

E-commerce is the new way of increasing exports and promoting Pakistani products abroad. Especially in the current COVID 19 pandemic situation it is the most viable way to continue and increase trade. The Training conducted by TDAP was effective in creating awareness of the new e-commerce platform namely Amazon for the businessmen.

TDAP intends to conduct 20 more such sessions throughout the country to train the local businessmen to enable them to actively participate and benefit through one of the biggest E Commerce platforms, Amazon.