

# AMAZON FBA FOUNDATIONS

**key**



## Course Details

AMAZON FBA FOUNDATIONS

INSTRUCTOR: MOHAMED GOMBLAT

DURATION: 6 HOURS

NO PRIOR EXPERIENCE REQUIRED

E-CERTIFICATE UPON COMPLETION

## About The Instructors:

### MOHAMED GOMBLAT

A specialist in e-commerce with over 5 years of experience. He has worked with American and international companies as a marketer and e-commerce consultant, achieving more than \$1M in sales across platforms such as Amazon, Shopify, Etsy, Walmart, and eBay.

He has helped thousands of people start their online business and turn it into a real source of income through practical guidance and the educational content he provides on multiple platforms and training institutions.

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YOU.**

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## Course overview:

This practical, fast-track program is designed to guide complete beginners through every step of launching a profitable Amazon FBA business—from company formation and product research to supplier negotiation, listing creation, and advertising.

In just 6 hours, attendees will gain the exact knowledge and tools used by successful Amazon sellers in the USA, UAE, and Egypt markets.

The course simplifies all technical, legal, and financial steps into a clear, beginner-friendly roadmap so you can launch your brand with confidence. Through real examples, templates, and step-by-step demonstrations, you will learn how to pick winning products, work with suppliers, list your items professionally, and run effective PPC ads that drive sales.

Whether you're looking to start a global e-commerce business, create an extra income source, or expand your brand internationally, this course gives you everything you need to get started without confusion.

## What you'll learn:

By the end of this course, attendees will be able to:

### **Business Setup & Legal Requirements**

- Form a U.S. company (LLC) step-by-step
- Open a payment account (Wise/Mercury) and link it to Amazon
- Obtain an EIN easily and understand its purpose
- Correctly set up seller accounts on Amazon USA, UAE, and Egypt

### **Product Research & Profit Validation**

- Identify profitable niches with high demand
- Analyze competition and avoid unprofitable products
- Calculate FBA fees, cost of goods, and real profit margins

### **Working With Suppliers**

- Find reliable manufacturers on Alibaba
- Write professional messages and evaluate suppliers
- Negotiate prices effectively
- Order samples and choose the best shipping method (air/sea)

### **Create a High-Converting Amazon Listing**

- Build a complete product page: title, bullet points, description, images
- Use keywords to rank on the first page
- Improve listing performance after launch

### **Amazon Advertising (PPC)**

- Understand campaign types and key metrics
- Launch your first ad campaign correctly
- Add negative keywords, adjust bids, and reduce ad losses

### **Marketplace Strategy**

- Compare the USA, UAE, and Egypt markets
- Understand demand, fees, and the best choice for beginners



# Why do you need to attend this course?

## **A Step-by-Step Roadmap for Total Beginners**

No more watching random YouTube videos or guessing what to do next. This course gives you a clear, structured plan to launch your Amazon FBA business the right way—fast.

## **Start a Real Global Business with Low Risk**

You will learn how to:

- invest safely
- avoid beginner mistakes
- choose products that actually sell
- work only with trusted suppliers

This saves you money, time, and stress.

## **Sell in the World's Biggest Markets**

You'll gain the skills to operate in:

- Amazon USA (the largest e-commerce market)
- Amazon UAE
- Amazon Egypt

This opens the door to international income.

## **Learn The Exact Skills Used by Successful FBA Sellers**

Everything taught in this course is based on real, proven methods—not theory. You'll learn how professionals research products, negotiate with factories, and optimize listings to rank and sell.

## **Avoid the Most Common Beginner Mistakes**

Most new sellers fail because they:

- pick the wrong product
- don't understand fees
- work with bad suppliers
- set up their accounts incorrectly
- lose money with ads

This course removes all that risk.

## **Build a Long-Term, Scalable Online Business**

Amazon FBA allows you to earn income even while you sleep.

This course shows you how to build a brand that grows over time—not a short-term hustle.

# Course Content

## ► Introduction: What is Ecommerce / Understanding Selling on Amazon

- Why E-Commerce Is the Best Opportunity Today
- The Different E-Commerce Business Models
- What E-Commerce Really Means
- What does Amazon FBA mean?
- How Amazon handles storage, shipping, and customer support.
- Why selling on Amazon is the best and easiest way to start a global business.

### Section 1: Business Setup & Legal Preparation

- Creating a U.S. Company (LLC) Step-by-Step
- Choosing the right state
- Registering through trusted websites
- Required documents and linking your LLC to Amazon

### 2) Opening a Payment Account & Linking It to Amazon (Wise / Mercury) (15 minutes)

- How to open the account
- Activating the account and linking it to your store
- Avoiding verification issues

### 3) Getting an EIN (Employer Identification Number) (10 minutes)

- Its role in selling
- How to obtain it easily

### Section 2: Opening Amazon Seller Accounts

#### 4) Creating a Seller Account on Amazon.com

- Uploading documents
- Solving verification problems
- Basic account settings

#### 5) Creating an Amazon UAE Account

- Required documents
- Step-by-step registration

#### 6) Creating an Amazon Egypt Account

- How to open the account
- Differences from the US account

# Course Content

## ▶▶ **Section 3: Product Research & Selection**

### 7) Product Research

- Choosing the right niche
- Analyzing demand and competition
- Avoiding losing products

### 8) Calculating Costs, Profit & Fees

- Calculating FBA fees
- Pricing your product correctly
- Ideal profit margin

## **Section 4: Working With Suppliers & Manufacturing**

### 9) Working With Suppliers on Alibaba

- Finding the right factory
- Writing the correct message
- Evaluating suppliers

### 10) Negotiation, Samples, and Shipping From China to Amazon

- Best negotiation methods
- Requesting samples
- Types of air and sea shipping
- Trusted shipping companies

## **Section 5: Creating a Professional Listing**

### 11) Building a Complete Product Listing

- Writing the title
- Bullet points
- Description and images
- Keywords

### 12) Ranking & Search Optimization

- How to appear on the first page
- Improving performance after launch



# Course Content

## ▷▷ Section 6: Amazon PPC Advertising

### 13) Understanding Amazon's Advertising System

- Types of campaigns
- Understanding essential data

### 14) Creating Your First Ad Campaign

- Beginner strategy
- Choosing the right keywords

### 15) Improving Performance & Reducing Losses

- Negative keywords
- Increasing or lowering bids
- Reading and analyzing results

## Section 7: Different Marketplaces – USA / UAE / Egypt

### 16) Practical Comparison Between the Three Markets

- Demand size
- Competition
- Fees
- Best marketplace for beginners