

AMAZON FBA FOUNDATIONS

FBA

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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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:

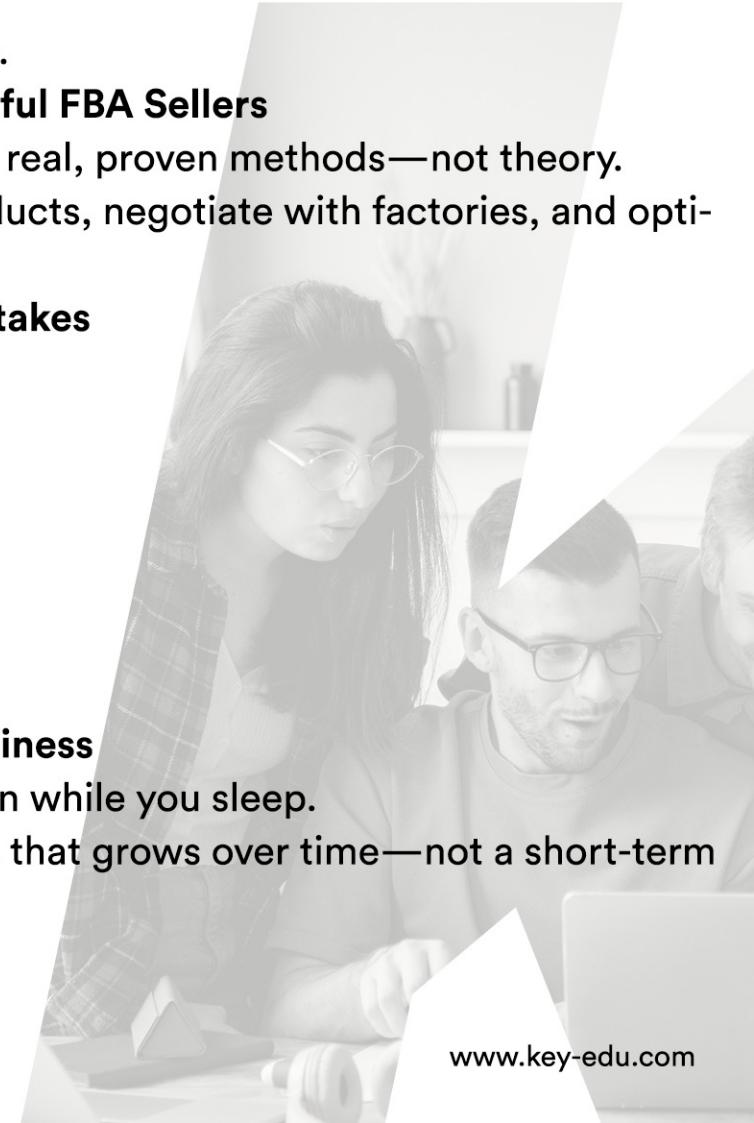
- pick the wrong product
- don't understand fees
- work with bad suppliers
- set up their accounts incorrectly
- lose money with ads

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