

TITLE: E-COMMERCE MADE SIMPLE – BEGINNER TO SELLER JOURNEY

Module 1:

Chapter 1: Introduction to E-Commerce

- 1.1 What is E-Commerce?
- 1.2 How Online Buying & Selling Works
- 1.3 Benefits & Future Scope
- 1.4 Key Industry Terms (Beginner Glossary)

Module 2:

Chapter 2: E-Commerce Industry Basics

- 2.1 History & Evolution of E-Commerce
- 2.2 E-Commerce vs Traditional Retail
- 2.3 Types of E-Commerce Models (B2B, B2C, etc.)
- 2.4 Categories & Market Segments
- 2.5 Global & Indian Market Overview

Module 3:

Chapter 3: Marketplace Ecosystem & Opportunities

- 3.1 What is a Marketplace?
- 3.2 Key Marketplaces (Amazon, Flipkart, Meesho, etc.)
- 3.3 Marketplace Roles (Seller, Customer, Platform)
- 3.4 Logistics, Payments & Support System
- 3.5 Revenue & Growth Opportunities for Sellers
- 3.6 Why Marketplaces are Beneficial for New Sellers

Module 4:

Chapter 4: Seller Account Setup Guidance

- 4.1 Documents & Requirements
- 4.2 Business Types (Individual, GST, Pvt Ltd, etc.)
- 4.3 Step-by-Step Seller Registration
- 4.4 Marketplace Dashboard Overview
- 4.5 Basic Compliance & Seller Policies

Module 5:

Chapter 5: Product Listing Fundamentals

- 5.1 Understanding Product Listings
- 5.2 Title Writing & Keyword Basics
- 5.3 Product Description & Bullet Points
- 5.4 Category Selection & Attributes
- 5.5 Images & Visual Standards
- 5.6 Pricing, SKU & Inventory Setup
- 5.7 Listing Quality Score & SEO Basics

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Module 6 :

Module Assessment :

Chapter 6: Order, Returns & Payment Overview

6.1 Order Lifecycle (Order → Shipment → Delivery)

6.2 Packaging & Logistics

6.3 Return & Refund Process

6.4 COD vs Prepaid Orders

6.5 Payments, Settlements & Commissions

6.6 Seller Ratings & Performance Metrics

*** Multiple-choice quiz**

*** Case study discussion**

*** Short assignment: Identify an E-commerce business model and explain how it works**



YOUR SELLERS BUDDY

From Start to Stardom