DARAZ E COMMERCE COURSE OUTLINE

MODULE 1: Introduction to Daraz eCommerce

- What is Daraz and how it works
- Daraz marketplace vs. DarazMall vs. Global Collection
- Benefits of selling on Daraz
- Key success factors in the Daraz ecosystem

MODULE 2: Account Setup & Seller Center Mastery

- Creating a Daraz seller account (individual/business)
- Seller Center Dashboard overview\
- KYC, tax registration, and compliance
- Product categories and seller level

MODULE 3: Product Research & Selection

- Identifying winning products for Daraz
- Market trends and seasonal analysis.
- Competitor analysis using Daraz tool
- Pricing strategy for profit and competitiveness

MODULE 4: Listing Optimization

- Creating high-converting product listings
- Keyword research (Daraz SEO basics)
- Product titles, bullet points, and descriptions
- Image standards and infographics best practices

MODULE 5: Inventory & Order Management

- Stock management techniques
- Order fulfillment process (FPD vs. LFD)
- Packaging standards and logistics integration
- Managing returns and customer complaints

MODULE 6: Advertising & Promotions

- Daraz promotional tools (Flash Sales, Vouchers, Bundles)
- Daraz Sponsored Ads (CPC campaign setup & optimization)
- Building and executing promotional calendars
- ROI tracking and analytic

MODULE 7: Customer Relationship & Retention

- Handling customer queries professionally
- Building trust through excellent service
- Feedback and rating management
- CRM tools on Daraz

MODULE 8: Analytics & Business Scaling

- Using Business Advisor and Business Insights
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- Interpreting sales reports and metrics
- ScOutsourcing, team building & automation tool

MODULE 9: Legal, Tax & Policy Compliance

- Understanding local tax laws (e.g., VAT, GST)
- Daraz policies and code of conduct
- Avoiding penalties and strikes
- Intellectual property (IPR) & counterfeit issues

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