NATIONAL COMPETENCY STANDARDS FOR E-COMMERCE QUALIFICATION
''VIRTUAL ASSISTANT FOR E-COMMERCE''

National Vocational and Technical Training Commission (NAVTTC), Government of Pakistan

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1. Introduction

E-commerce has huge potential to provide massive business opportunities for the country's youth to explore new marketplaces and directly sell their products and services globally. In this regard, registration of Pakistani exporters on Amazon is opening new gates and providing an important platform to promote trade and explore better marketplaces for Pakistani sellers.

According to the figures shared by the State Bank of Pakistan for freelancing exports during 2020-21 was $396 Million and it is expected that it will reach to $500 Million by June 2022. This shows that Pakistan has great potential to increase economic activities through different marketplaces globally.To best utilize the Amazon marketplace, it is essential to remove all hurdles affecting the economic activities involving Amazon. One of the biggest hurdle is the lack of skills required to utilize the Amazon platform for generating economic activities among people of Pakistan. The Government of Pakistan is committed to address this situation through major investment in E-Commerce sector. Under the Prime Minister's special initiative, NAVTTC has developed a course on "Amazon (Virtual Assistant)", in consultation with the stakeholders including academia, researchers, industry, chambers and TEVTAs. The duration of the course will be of two months. The course will initially be offered to 100,000 people across Pakistan and free of cost. This will be a great initiative to train masses with the skills required to understand the business and services models on Amazon.These skills will strengthen their abilities to work on amazon.

The National Competency Standards could be used as a referral document for the development of curriculum to be used by training institutions.

2. Purpose of the Qualification

The purpose of the course is to train people with the basic to advance knowledge and skills about the E-Commerce, specifically Amazon marketplace, to help them in generating income out of the e-commerce platforms. The specific objectives of the course are as under:

- Equip the individuals with globally required skills.
- Empower the individuals to internationally explore marketplaces and sell their products.
- Enable individuals to render their services to national and international clients.
- Improve the quality and effectiveness of the training and assessment for Virtual Assistant.
- Promote the enterprenuerial culture.

3. Entry Requirements for Trainees

The entry requirements of the National Competency Standards of "Virtual Assistant for E-Commerce" are:

A. Computer Literate
B. Able to communicate in English

**Entry Test/ Interview must be conducted for shortlisting purpose focusing on Computer Skills, English language skills and level of interest.*

4. Entry Requirements for Trainer

The entry requirements of the National Competency Standards of "Virtual Assistant for E-Commerce" are:

A. A Person associated with the E-Commerce field for at least two years **B.** A Person with at least 2 successful product launches on any global platform **C.** A person having his/her own Seller Central Professional ID
D. A person having aptitude of a Trainer

**Interview panel will assess the candidates on a pre-defined criteria set by NAVTTC and partner institutes.*

5. Summary of Competencies

Virtual Assistant

Week 1: Introduce E-Commerce Market Places
Week 2: Explore Top E-Commerce Market Place
Week 3: Develop Product Hunting Skills for Amazon
Week 4: Source a Product from China/Pakistan
Week 5: Create Amazon Listing
Week 6: Manage Logistics
Week 7: Launch and Rank a Product
Week 8: Manage Amazon Pay Per Click (PPC) Ads
Week 9: Deal with Amazon Seller Support
Week 10: Handle Amazon FBM Model
Week 11: Get Introduced to E-Commerce and Amazon Wholesale Model
Week 12: Develop Wholesale Business Skills
Week 13: Work as a Freelancer
Week 14:Maintain good health while using Computer/Digital devices at work

Trainer Name	
Course Title	Virtual Assitant
Objective of Course	To prepare the trainees to work as a Professional Virtual Assistant in a wide variety of Amazon business and has a strong emphasis on amazon related services
Learning Outcome of the Course	**Knowledge Proficiency Details** •Knowledge related to E-Commerce platforms. •Knowledge understanding about amazon business models• knowledge to find a winning product on Amazon **Skills Proficiency Details** •Able to create account on Fiver/Upwork. •Able to have the knowledge about the importance of having own website in freelance world. •Able to learn the techniques for client retention. •Able to build a service providing agency.
Course Execution Plan	Total Duration of Course: 3 Months
	Class Hours: 4 Hours per day
	Theory: 20% Practical: 80%

Scheduled Week	Module Title			Learning Units	Remarks
Week 1	Introduce E-Commerce Market Places	Day 1	Hour#1	•Motivational Lecture	
			Hour#2	•Course Introduction	
			Hour#3	•Success stories	
			Hour#4	•Job market	
		Day 2	Hour#1	•Institute/work ethics	
			Hour#2	•Introduction to e-commerce	
			Hour#3	•Differentiate between Commerce and E-commerce.	
			Hour#4	•Why is E-commerce Important? •E-commerce Business Models	
		Day 3	Hour # 1 &2	•Types of e-commerce (concept of B2B and B2C.) •Features of E-commerce. •What is E-commerce Marketplace?	
			Hour # 3 & 4	•Explore E-Commerce Marketplaces (Etsy, eBay, Amazon and Daraz etc)	
		Day 4	Hour # 1 & 2	•Local and global E-commerce Platforms	
			Hour # 3 & 4	•Generate report on E-Commerce market share	
		Day 5	Hour # 1 & 2	•Understand the challenges of e-commerce marketplace	
			Hour # 3 & 4	•Select the suitable E-Commerce platform	
Week 2	Explore Top E-Commerce Marketplaces	Day 1	Hour#1	• Explore various Amazon business models	• **Task - 1** • **Task - 2** • **Task - 3** • **Task - 4** • **Task - 5** • **Task - 6** • **Task - 7**
			Hour#2	• Explore various Amazon business models	
			Hour # 3-4	• Define eBay business model	
		Day 2	Hour#1	• Understand the process of selling on eBay	
			Hour#2	• Explore eBay payment methods	
			Hour#3	• Walmart business models	
			Hour#4	• Highlight the steps involved in ID creation	
		Day 3	Hour#1	Understand the importance of US LLC for ID creation	

			Hour#2	• Tools used for Walmart product research	• **Task – 8** • **Task – 9** • **Task – 10** • **Task – 11** • **Task – 12** • **Task – 13** • **Task – 14** • **Task - 15**
			Hour#3	• Etsy business models	
			Hour#4	• Understand the significance of 'handmade' business model	
		Day 4	Hour#1	• Etsy digital business model & Print on Demand (POD)	
			Hour # 2-3	• Learn how to operate Etsy effectively to avoid account suspension	
			Hour#4	• Understand different subscription packages • List product on Alibaba.com • Manage inquiries and RFQs • Handle payments	
		Day 5	Hour#1	• Explore top domestic marketplaces • Identify market gap	
			Hour#2	• Select target platform • Get your domain and hosting	
			Hour#3	• Develop your e-Store	
			Hour#4	• Get traffic on your website through various digital/social media marketing	
Week 3	Develop Product Hunting Skills for Amazon Fundamentals	Day 1	Hour#1	• Identify Product Research Tools (Helium10, Jungle Scout, Viral Launch and Keepa etc.) • Install chrome extensions for all tools listed above • Configure Web apps for the tools listed above • Collect information on how to use these tools for product research	• **Task - 16** • **Task - 17** • **Task - 18** • **Task – 19** • **Task – 20** • **Task – 21**
			Hour#2	• Find a product using various techniques	
			Hour#3	• Analyze Product Potential using Product Research Tools • Analyze existing offers in market.	
			Hour#4	• Analyze Market Trends using Helium 10 and Google Trends etc	
		Day 2	Hour#1	• Validate Product Data as per given criteria • Select Top relevant best sellers	
			Hour#2	• using Crebro from H10	

			Hour # 3-4	• Perform Reverse ASIN	
		Day 3	Hour#1	• Shortlist Top relevant keywords based on the given criteria	
			Hour#2	• Identify Niche Consistency	
			Hour # 3 -4	• Finalize primary competitor and design color/material/type of product	
		Day 4	Hour # 1-2	• Identify the competitive price point and lock profit margins as per the criteria	
			Hour # 3-4	• Use primary keyword to perform search on Product Trademark using government official websites (www.uk.gov/ www.uspto.gov) etc.	
		Day 5	Hour#1	• Use primary keyword to perform search on product patent using government official websites, search engine	
			Hour#2	• Explain the impact and importance of keyword research in product hunting.	
			Hour# 3 & 4	• Discuss advance techniques used for hunting a product.	
Week 4	Source a Product from China/Pakistan	Day 1	Hour#1	• Explore various best sourcing platforms (alibaba.com, 1688.com, made-in-china.com etc.)	**1st Monthly test**
			Hour#2	• Start searching suppliers across platforms	
			Hour # 3-4	• Contact various suppliers on given criteria	
		Day 2	Hour#1	• Provide product details and get quotations on given criteria	
			Hour#2	• Get quotations via Request for Quotation (RFQ) on sourcing platforms	
			Hour#3	• Compare quotations from various suppliers • Finalize few suppliers based on their competence on given criteria	
			Hour#4	• Perform patent check through google.patents.com	
		Day 3	Hour#1	• Check official documents of patent	
			Hour#2	• Order samples from selected suppliers • Consolidate or get directly from suppliers	

			Hour#3	• Order competitor's sample as QC benchmark • Evaluate samples as per quality assurance criteria	
			Hour#4	• Identify different Payment Terms (D/P, Sight, L/C etc.) • Select the Payment Terms according to the requirement	
		Day 4	Hour # 1-2	• Perform initial brand name availability before order • Negotiate suppliers for final quotation	
			Hour # 3-4	• Place the order from selected supplier • Generate and provide FNSKU labels to supplier	
		Day 5	Hour # 1-2	• Hire an inspection Service Provider (www.qima.com / www.sgs.com etc.)	
			Hour # 3-4	• Provide reference product sample or reference quality check points to inspection team	
Week 5	Create Amazon Listing	Day 1	Hour#1	• Perform Keyword Research for Listing Content (Text only)	• **Task – 22** • **Task – 23** • **Task – 24** • **Task – 25** • **Task – 26** • **Task – 27** • **Task - 28** • **Task – 29**
			Hour#2	• Get the text content ready as per Amazon guidelines	
			Hour#3	• Get the product images ready as per Amazon guidelines	
			Hour#4	• Get the A+ Content and storefront design ready	
		Day 2	Hour#1	• Get the product videography ready	
			Hour#2	• Get the product videography ready	
			Hour# 3-4	• Collect product package dimensions and weight from supplier	
		Day 3	Hour#1	• Open case with Amazon Seller Support and get the 5665 error fixed before listing product	
			Hour# 2-4	• List product through Seller Central front-end	
		Day 4	Hour#1	• Select appropriate category	
			Hour# 2-4	• download Inventory file from Product Classifier tool (in case of mass upload)	
		Day 5	Hour#1	• Fill and upload Inventory file from "Add Product via Upload" option.	
			Hour#2	• Add product variations using bulk file (where required)	
			Hour# 3-4	• Add product variations manually (where required)	

Week 6	Manage Logistics	Day 1	Hour#1	• Register Brand name using website (www.gov.uk / www.uspto.gov / IP accelerator)	• **Task – 30** • **Task – 31** • **Task – 32** • **Task – 33** • **Task – 34** • **Task – 35**
			Hour#2	• Register brand with Amazon Brand Registry using Trademark Registry	
			Hour#3	• Contact Amazon Brand Registry Support to get Brand registry tools (Brand Analytics, A+ Content and Amazon posts)	
			Hour#4	• Enroll your ASIN with Amazon Brand Registry	
		Day 2	Hour#1	• Identify Shipping Methods and Incoterms	
			Hour # 2-4	• Explore different transportation modes	
		Day 3	Hour#1	• Understand Incoterms	
			Hour#2	• Recalculate profit margin based on opted	
			Hour # 3-4	• Contact Freight Forwarders to finalize the Shipping mode	
		Day 4	Hour#1	• Provide details to FF (number of cartons, CBM, weight) to get quotations • Finalize FF based on competent offer	
			Hour#2	• Create Shipping Plan	
			Hour # 3-4	• Enter ship-from address	
		Day 5	Hour#1	• Add Shipment contents	
			Hour#2	• Mark Shipment as shipped	
			Hour # 3-4	• Five major components of logistics • Understand the role of 3PL	
Week 7	Launch and Rank a Product	Day 1	Hour#1	• Identify Top Keywords	• **Task – 36** • **Task – 37** • **Task – 38** • **Task – 39** • **Task – 40** • **Task – 41** • **Task – 42**
			Hour#2	• Perform reverse ASIN using CEREBRO (H10)	
			Hour#3	• Shortlist top most relevant keywords	
			Hour#4	• Explore different Social Media Platforms (Facebook, Instagram, Pinterest etc.)	
		Day 2	Hour#1	• Shortlist target Social Media Platforms • Select audiences based on interest, demographics and behavior • Understand discoverability, clickability and convertibility of product • Target relevant Influencers	

			Hour#2	• Walkthrough Amazon advertising dashboard • Understand Amazon deals (Lightening Deals, 7 Day Deals, Outlet Deals etc.)	• **Task – 43** • **Task – 44** • **Task – 45**
			Hour#3	• Explore Digital Coupons (percentage off/money off)	
			Hour#4	• Learn Vine Program • Discover Prime Exclusive discounts and promotions	
		Day 3	Hour#1	• Setup On-Amazon advertisement • Setup Off-Amazon advertisement • Initialize influencers marketing • Enroll Vine Program	
			Hour#2	• Get few initial sales (chatbots etc.) • Understand the Brand Analytics Dashboard	
			Hour # 3-4	• Integrate keyword tracker (H10, Amz tracker etc.) • Configure P&L analytics software	
		Day 4	Hour # 1-2	• Understand re-stock limits • Impact of IPI on inventory replenishment • Understand LTSF, STSF, monthly storage fee, inventory aging	
			Hour # 3-4	• Understand stranded inventory • Risk associated with shipment privileges • Manage inventory though 3PL in-case of ordering excess inventory or limitations imposed by amazon	
		Day 5	Hour # 1-2	• Decide reorder quantity based on daily average sales • Determine peak time frame to stay instock for maximum duration • Manage cashflow efficiently to avoid being OOS and de-ranking	
			Hour # 3-4	• Manage return reports • Learn to manage reimbursement reports and claim reimbursements • Analyze sales reports • Learn negative customer experience report (NCX) and manage product quality • Mange book keeping through various tools	

Week 8	Manage Amazon Pay Per Click (PPC) Ads	Day 1	Hour#1	• Explore Advertisement Fundamentals	**2nd Monthly Exam**
			Hour#2	• Explore type of campaigns (Sponsored Products, Sponsored Brands, Sponsored Display)	
			Hour#3	• Explore targeting types (Auto, Manual, ASIN)	
			Hour#4	• Explore match types (Broad, Phrase, Exact)	
		Day 2	Hour#1	• Explore bidding strategies (Down only, Up & Down and Fix Bids)	
			Hour#2	• Understand Ad placements (SERPS)	
			Hour#3	• Shortlist target keywords	
			Hour#4	• Finalize combination of campaign targeting and match types	
		Day 3	Hour#1	• Create campaign on decided strategy	
			Hour # 2-3	• Explore and start video ads	
			Hour#4	• Analyze and optimize Advertisement Campaigns	
		Day 4	Hour#1	• Start monitoring campaigns	
			Hour#2	• Generate reports (Search terms, Placement etc.)	
			Hour# 3-4	• Navigate reports and identify non-performing search terms and ASIN	
		Day 5	Hour # 1-2	• Understand Negative Keyword Targeting (Negative Phrase, Negative Exact, Negative Product) •	
			Hour# 3-4	• Exclude all non-performing search terms	
Week 09	Deal with Amazon Seller Support	Day 1	Hour#1	• Open a Case with Seller Support	• **Task – 46** • **Task – 47** • **Task – 48** • **Task – 49** • **Task – 50** • **Task – 51** • **Task – 52** • **Task – 53**
			Hour # 2-3	• Identify root cause of the issue • Understand the core issue behind contacting Amazon	
			Hour#4	• Choose the right category to open case with Amazon • Follow-up with Seller Support (if required)	
		Day 2	Hour#1	• Handle Account Reinstatement Issues	
			Hour#2	• Identify the main reason behind the suspension	
			Hour#3	• Prepare the action plan as per the reason	
			Hour#4	• Gather evidences if required	

				• Submit appeal and follow-up if required	
		Day 3	Hour#1	• Remove Hijacker from Listing	
			Hour#2	• Keep the Tracker alert for hijacker on H10	
			Hour#3	• Identify the hijacker attached to listing	
			Hour#4	• Send warning letter through buyer-seller message	
		Day 4	Hour#1	• Submit IP Infringement complain to Amazon Brand Registry Support	
			Hour# 2-4	• Un-gate gated Categories	
		Day 5	Hour#1	• Learn about the gated categories on Amazon	
			Hour#2	• Explore the category ungating requirements for a specific category	
			Hour#3	• Gather the information required for ungating the category	
			Hour#4	• Apply for category un-gating	
Week 10	Handle Amazon FBM Model	Day 1	Hour# 1-2	• Manage FBM Orders	• **Task – 54** • **Task – 55** • **Task – 56** • **Task – 57** • **Task – 58** • **Task – 59**
			Hour# 3-4	• Navigate through FBA and FBM orders	
		Day 2	Hour# 1-2	• Learn the importance of tracking ids in FBM orders	
			Hour# 3-4	• Handle customer messages effectively	
		Day 3	Hour# 1-2	• Handle returns and refunds effectively	
			Hour# 3-4	• Manage P1-P4 to keep the ODR under the threshold	
		Day 4	Hour#1	• Manage Account Health	
			Hour#2	• Maintain the seller feedback rating	
			Hour#3	• Address infringement issues on time	
			Hour#4	• Maintain the shipment rate to avoid LSR	
		Day 5	Hour#1	• Maintain the message response time	
			Hour#2	• Provide in time invoices to business customers, where required	
			Hour # 3-4	• Resolve any A to Z claims or chargeback claims on time to avoid the negative impact on seller privileges	
Week 11	Get Introduced to Amazon Wholesale	Day 1	Hour#1	• Get introduced to Amazon Wholesale Business Model	• **Task – 60**

	Business Model		Hour # 2-3	• Understand the fundamentals of Amazon Wholesale Business Model	• **Task – 61** • **Task – 62** • **Task – 63** • **Task – 64** • **Task – 65**
			Hour#4	• Identify pros and cons of Amazon Wholesale Business Model	
		Day 2	Hour # 1-2	• Identify risks associated with Amazon Wholesale Business Model	
			Hour # 3-4	• Fulfill FBA Wholesale Business Requirements.	
		Day 3	Hour # 1-2	• Get the Seller Central on LLC/LTD details.	
			Hour # 3-4	• Arrange all required documents for wholesalers	
		Day 4	Hour # 1-2	• Get the website for approval from brands/distributors	
			Hour # 3-4	• Study the terms MOQ and MOA	
		Day 5	Hour # 1-2	• Review the terms LOA, re-sale certificate and VAT exempt certificate	
			Hour # 3-4	• Analyze the terms used to get discounts (EOL, end stocks, and deals etc)	
Week 12	Develop Wholesale Business Skills	Day 1	Hour#1	• Manage Financial Requirements for FBA Wholesale Business Model	• **Task – 66** • **Task – 67** • **Task – 68** • **Task – 69** • **Task - 70**
			Hour#2	• Perform cost analysis of the business	
			Hour#3	• Identify defect rates and product quality	
			Hour#4	• Perform SWOT analysis	
		Day 2	Hour#1	• Get introduced to Wholesale Product Hunting Process	
			Hour#2	• Enlist the tools and their usage	
			Hour#3	• Install the required tools and their extensions	
			Hour#4	• Explore Keepa graph and its usage	
		Day 3	Hour#1	• Enlist best-selling products	
			Hour#2	• Find which products are not sold by brand	
			Hour#3	• Narrow down based on sellers against one product • Analyze complete stats against the product • Select the winning product	
			Hour#4	• Determine the most economical quantity of the product • Perform profitable product margin analysis	

				• Learn about Local Purchase Order (LPO) • Place order of the product • Finalize payment methods with the supplier • Keep a record of supplier invoices	
		Day 4	Hour#1	• Check if there is any certification required to add the product • Analyze the price point required to make the offer • Add offer via ASIN doing ME TOO	
			Hour # 2-4	• Make shipment plans on amazon • Download box labels from amazon • Send shipment labels to prep centers and get inventory shipped	
		Day 5	Hour # 1-4	• Learn the preference of buy box for sellers with a professional plan instead of the individual plan • Learn the preference of buy box for FBA sellers instead of FBM • Learn the relation between higher stock to a higher percentage of BUY BOX win • Explore the importance of positive seller feedback to win BUY BOX • Explain the relationship of free shipping with winning of BUY BOX	
Week 13	Work as a Freelancer	Day 1	Hour#1	• Develop Moral and Ethical Values	• **Task – 63** **Task – 64** • **Task – 65** **Task – 66** • **Task - 67**
			Hour#2	• Explore the legal and msoral work codes	
			Hour#3	• Set and honor terms written in contract	
			Hour#4	• Handle data protection, piracy, privacy, and intellectual property of clients	
		Day 2	Hour# 1-2	• Maintain transparency and honesty with clients	
			Hour# 3-4	• Give exact estimates and timelines	
		Day 3	Hour# 1-2	• Explore freelancing channels • Find high demand skills	

				regarding your service	
			Hour# 3-4	• Enlist steps of how to use every party of the profile to showcase the skills	
		Day4	Hour#1	• Select a professional profile picture	
			Hour#2	• Make a video imprint for an outstanding impression	
			Hour#3	• Add certifications to boost the conversion rate of clients	
			Hour#4	• Analyze the client's needs and expectations • Explain effective ways to ask questions for clarification	
		Day 5	Hour# 1-2	• Enlist steps on how your product or service inside and out helps in communication • Understand the importance of client retention • Initiate the referral program for client retention	
			Hour# 3-4	• Understand the importance of agency making • Learn to build partnerships and team • Follow the basic rules of freelancing platforms • Explore the outcomes of non-compliance with regulations of freelance channels •	
Week 14	Maintain Good Health while using Computer/Digital Devices at Work	Day 1	Hour#1	• Reposition the screen to avoid glare from lights or windows	**Final exam**
			Hour#2	• Keep the screen clean and use a desk lamp to make it easier to see	
			Hour# 3-4	• Ensure the screen colours are easy to look at, and that the characters are sharp and legible	
		Day 2	Hour# 1-2	• Look away from the screen into the distance for a few moments to relax your eyes(e.g. focus on something 30 meters away for 30 seconds every 30 minutes)	
			Hour# 3-4	• Maintain a straight sitting posture	
		Day 3	Hour# 1-2	• Stand up and walk around every hour or so, so that you're not sat in the same position all day	

			Hour# 3-4	• Slowly lean your torso over to one side of the chair and then the other to stretch your sides and spine.	
		Day 4	Hour# 1-2	• Stand up and put your hands together, elbows out, then slowly twist to the left and then to the right	
			Hour# 3-4	• Maintain a straight sitting posture	
		Day5	Hour# 1-4	• Stand up and walk around every hour or so, so that you're not sat in the same position all day	