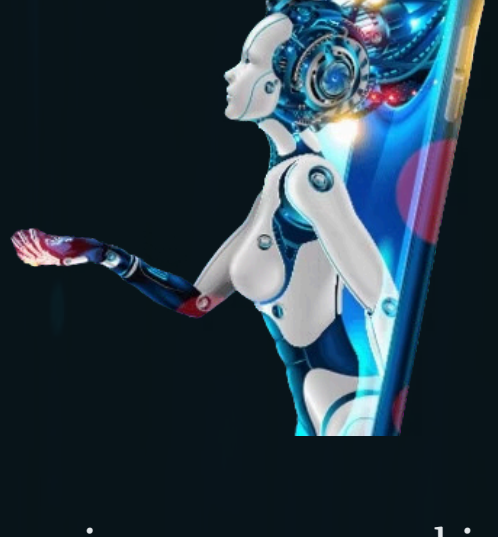
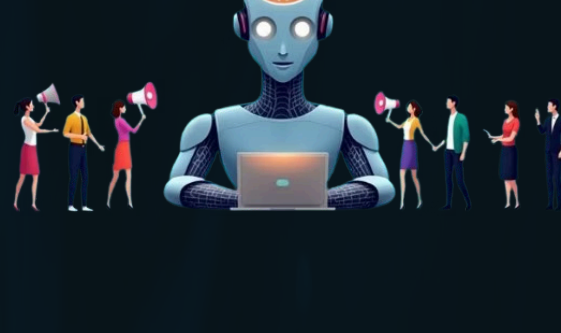


# |E-Commerce + Dropshipping Master Course|



Transform from beginner to expert in just 12 weeks with our comprehensive program combining theory, practical assignments, and live projects. Master every aspect of building, launching, and scaling profitable e-commerce businesses.

12	36	200+	50+
Weeks Duration	Core Modules	Winning Products	Ad Templates
Intensive 3-month program	Comprehensive curriculum coverage	Curated product vault included	Ready-to-use creative assets

## Course Structure Overview



## Weekly Breakdown: Deep Dive

<div></div> <div><b>Week 1: Introduction &amp; Foundations</b> <b>Module 1:</b> E-commerce basics, business models (D2C, Dropshipping, POD, Wholesale, Marketplace), India vs International differences, myths &amp; realities <b>Module 2:</b> Customer journey, conversion funnel, importance of niches <b>Module 3:</b> GST, business registration, bank &amp; payment setups, basic compliances</div>	<div></div> <div><b>Week 2: Product Research Masterclass</b> <b>Module 4:</b> Winning product criteria - problem-solving products, emotional impulse products, blue ocean vs red ocean <b>Module 5:</b> Research tools - Reels/Meta Creative Center, PapiAds, Amazon &amp; Flipkart, Etsy, Temu trends, Google Trends, Semrush <b>Module 6:</b> Competitor analysis, spy tools, store breakdown, pricing &amp; creative analysis <b>Assignment:</b> Create list of 10 winning products with justification</div>
<div></div> <div><b>Week 3: Branding &amp; Store Setup</b> <b>Module 7:</b> Shopify store setup - domain purchase, themes, branding &amp; layout, product pages, collections + navigation <b>Module 8:</b> Conversion Rate Optimization (CRO) - high converting product pages, social proof, UI/UX fundamentals, trust elements <b>Module 9:</b> Store branding - logo, colors, typography, brand positioning <b>Assignment:</b> Create complete Shopify store</div>	<div></div> <div><b>Week 4: Suppliers &amp; Logistics</b> <b>Module 10:</b> Sourcing winning products - AliExpress, CJ Dropshipping, India suppliers list, POD suppliers, bulk sourcing <b>Module 11:</b> Shipping &amp; logistics - domestic partners, international methods, fast delivery options, order fulfillment systems <b>Module 12:</b> Payment gateways - Razorpay, Cashfree, PayPal, Stripe, chargebacks, COD processing</div>
<div><b>1</b></div> <div><b>Week 5: Content &amp; Viral Creatives</b> <b>Module 13:</b> Viral ad creative system - UGC ad frameworks, strong hooks, story-based ads, problem-solution ads, product demo ads <b>Module 14:</b> Video editing practical - CapCut, VN, Canva, ad creative optimization <b>Module 15:</b> Copywriting for dropshipping - product descriptions, ad copywriting, CTA formulas, landing page copy <b>Assignment:</b> Create 3 video ads + product page copy</div>	<div><b>2</b></div> <div><b>Week 6: Meta Ads Testing System</b> <b>Module 16:</b> Meta Ads account setup - Business Manager setup, page setup, Pixel installation, events setup <b>Module 17:</b> Creative testing framework - 5-3-1 testing, interests testing, ABO testing, budget calculations, analyzing early signals <b>Module 18:</b> Reading analytics - CPR, CTR, ATC, IC, ROAS calculation</div>
<div><b>3</b></div> <div><b>Week 7: Meta Ads Scaling Masterclass</b> <b>Module 19:</b> Scaling strategy - CBO scaling, horizontal scaling, vertical scaling, increasing budgets safely <b>Module 20:</b> Lookalike audiences - value-based LLA, website-based LLA, custom audiences <b>Module 21:</b> Retargeting setup - warm audience, hot audience, cart abandoners, repeat buyers <b>Assignment:</b> Create complete Meta ads funnel (demo)</div>	<div><b>4</b></div> <div><b>Week 8: Google Ads for E-Commerce</b> <b>Module 22:</b> Performance Max (PMAX) - feed setup, Merchant Center, PMAX targeting, conversions setup <b>Module 23:</b> Shopping Ads - product feed optimization, GMC approvals, high CTR strategies <b>Module 24:</b> YouTube e-commerce ads - storytelling ads, hook + problem + solution, video-based selling</div>

## Weeks 9-10: Advanced Systems

<b>Week 9: Advanced Marketing Systems</b> <b>Module 25:</b> Email marketing automations - pre-purchase series, post-purchase series, review automation, abandoned cart flows <b>Module 26:</b> WhatsApp marketing - broadcast strategy, retargeting via WhatsApp, chatbot funnels <b>Module 27:</b> Influencer & UGC marketing - finding influencers, negotiation scripts, UGC for ads, influencer whitelisting	<b>Week 10: Store Management &amp; Optimization</b> <b>Module 28:</b> Daily store management - order fulfillment, customer support, tracking sheets, return/refund process <b>Module 29:</b> Data analysis - key numbers, scaling decisions, profit calculation, BEP (breakeven point) <b>Module 30:</b> Customer service - templates, refund systems, managing disputes
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## Weeks 11-12: Brand & Career

<b>Week 11: Brand Building &amp; Multi-Channel Expansion</b> <b>Module 31:</b> D2C brand building - logo + visual identity, packaging design, brand storytelling, long-term scaling <b>Module 32:</b> Marketplace expansion - Amazon, Flipkart, Meesho, GlowRoad <b>Module 33:</b> Own fulfillment model - hiring, warehouse, inventory management	<b>Week 12: Career, Freelancing &amp; Real Project</b> <b>Module 34:</b> Freelancing opportunities - ad specialist, store designer, creative editor, product researcher <b>Module 35:</b> Client management - portfolio building, outreach scripts, pricing structure, onboarding clients <b>Module 36:</b> Final live project - launch real product, setup store + ads, analyze data, present report
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## Exclusive Bonus Materials

<div></div> <div><b>200+ Winning Product Vault</b> Curated collection of proven, high-converting products across multiple niches with detailed analysis and profit potential breakdowns.</div>	<div></div> <div><b>50+ Ad Creative Templates</b> Professional, ready-to-use ad templates and UGC script templates that have generated millions in revenue for successful dropshippers.</div>
<div></div> <div><b>Complete Tools &amp; Resources</b> Comprehensive paid tools list with free alternatives, ready-to-use Shopify theme, and scaling SOPs for systematic growth.</div>	<div></div> <div><b>Business Templates &amp; Guides</b> Customer service templates, influencer outreach templates, high-converting ad copy vault, and complete GST &amp; business setup guide.</div>

<div></div> <div><b>What Makes This Course Different?</b> This isn't just theory—it's a complete business-building system. You'll work on <b>real projects</b>, launch <b>actual products</b>, and gain <b>hands-on experience</b> with every tool and platform used by successful e-commerce entrepreneurs. By Week 12, you'll have a <b>live store</b>, <b>running ads</b>, and <b>real-world experience</b> that sets you apart in the marketplace.</div>
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## Career Opportunities After Completion

<div></div> <div><b>Launch Your Own Store</b> Build and scale your own profitable e-commerce business with complete confidence in every aspect from product selection to scaling ads.</div>	<div></div> <div><b>Freelance Specialist</b> Offer high-value services as an ad specialist, store designer, creative editor, or product researcher to businesses worldwide.</div>
<div></div> <div><b>Agency Owner</b> Start your own e-commerce agency managing multiple client stores and scaling their businesses using proven systems.</div>	<div></div> <div><b>Brand Builder</b> Create and scale D2C brands across multiple marketplaces with professional branding, packaging, and fulfillment systems.</div>

"This comprehensive 12-week program transforms complete beginners into confident e-commerce professionals ready to build, launch, and scale profitable online businesses in today's competitive digital marketplace."