



DIGITAL BUSINESS ACADEMY

ABOUT US

Empower your e-commerce journey with expert guidance and actionable insights. From setting up your seller account to scaling your business, we're with you at every step. Join us to transform your dreams into reality!



8+ Years of
Experience



100% Practical
Training



1 Year of Free
Support



www.digitalbusinessacademy.in



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Ahmedabad | India

FOUNDER & MENTOR



VIKAS JAGWANI, ATES [OFFICIAL AMAZON PARTNER]

FROM ENTREPRENEUR TO E-COMMERCE MENTOR

In 2017, Vikas launched his first e-commerce venture and found his true calling. Today, as the founder of Digital Business Academy, he transforms aspiring entrepreneurs into successful online business owners.

What sets Vikas apart is his passion for turning knowledge into action. Having navigated the complexities of e-commerce, he recognized the need for practical, real-world education.

"Success in e-commerce shouldn't rely on trial and error," Vikas says. "Everyone deserves a clear path to their digital business dreams."

Through actionable training, Vikas provides a proven blueprint for success, empowering individuals to thrive in the ever-evolving digital marketplace.

WHAT ALL WILL BE COVERED?



At Digital Business Academy, we provide step-by-step guidance to help you succeed on platforms like Amazon, Flipkart, and Meesho. As we said, from setting up your seller account to scaling your business, we're with you at every stage.

1 GST REGISTRATION

- Assistance with GST registration process
- Documentation requirements
- Filing procedures and compliance

2 ACCOUNT SETUP

Creating seller accounts on multiple platforms:

- Amazon Seller Central
- Flipkart Seller Hub
- Meesho Supplier Panel
- Account verification and documentation
- Basic profile setup and configuration

3 PRODUCT RESEARCH & SELECTION

Identifying trending products with:

- High sales volume
- Strong demand metrics
- Good profit margins
- Market analysis and competition research
- Seasonal trend identification



④ SOURCING STRATEGY

Connecting with reliable suppliers:

- Manufacturers
 - Wholesalers
 - Distributors
 - Price negotiation techniques
 - Quality control measures
 - Inventory management basics
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⑤ PROFESSIONAL LISTING CREATION

Product listing fundamentals:

- Title optimization
 - Bullet point creation
 - Product description writing
 - Image guidelines and standards
 - Category-specific requirements
 - Pricing strategy development
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⑥ SEARCH ENGINE OPTIMIZATION

- Keyword research and implementation
 - Backend search terms optimization
 - Category and browse node selection
 - Listing enhancement techniques
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7 A+ CONTENT ENHANCEMENT

Creating engaging A+ content:

- Brand story development
 - Enhanced product descriptions
 - Image module selection
 - Mobile optimization
 - Conversion rate optimization
-

8 UNDERSTANDING FEE STRUCTURE

Comprehensive fee breakdown:

- Referral fees by category
 - Closing fees
 - Shipping fee structure
 - Other applicable charges
 - Profit calculation methods
-

9 PROMOTIONAL STRATEGY

Setting up effective:

- Coupons
 - Deals
 - Lightning Deals
 - Seasonal offers
 - Promotional calendar planning
-



10 **MANAGE ADS**

Creating profitable ad campaigns:

- Sponsored Products
- Rank on Amazon through Amazon Ads
- Optimize your Amazon Seller Account
- Campaign optimization techniques
- Budget management
- Performance tracking

11 **BUSINESS AUTOMATION**

Through FBA & FBF

- Automate business through Amazon & Flipkart warehouse facility
- Stock Management
- Understanding marketplaces FBA & FBF fees structure

12 **FINANCE, ANALYTICS & REPORTING**

Understanding key reports:

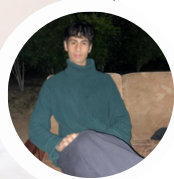
- Business reports
- Inventory reports
- Payment reports
- Performance metrics
- Refund handling
- Financial record keeping
- Data analysis for business decisions
- Growth tracking and planning

TESTIMONIALS



I completed my course and finally started my own online business I was trying from last 1 year but this 2 months of course has saved my years and successfully launched my business on Amazon and Flipkart best coaching ever.

If you're serious about starting an online business, Digital Business Academy is the place to be. The training on Flipkart and Amazon selling is detailed and easy to follow, even for beginners. The coaching covers every aspect of e-commerce, from product listing to marketing. I'm thrilled with the results I've seen so far!



I got advanced training which was not available anywhere even on YouTube, Udemy and other websites. I was running an online business on Amazon Flipkart and meesho but orders was not coming from last 2 years and wasted almost 50k on 3rd party service providers then I found this academy and it really changed my life.

I recently completed the e-commerce course from here. I must say, got many great insights, amazing staff, practical teaching method. If you're looking to earn through online business & learn to deal with market places like Amazon & Flipkart this academy should be your go-to place. I must say best coaching center for Digital Marketing & online business.



WHY DBA?



✓ Exceptional Curriculum

Best Learning Experience

- Comprehensive curriculum tailored to empower you with the skills required to **succeed in e-commerce**.
- Exclusive courses designed for marketplaces like **Amazon, Flipkart, Meesho & many more**.
- Access to **industry-standard tools and platforms** for a hands-on learning experience.

Personalized Mentorship Opportunities

- **One-on-One Mentorship:** Get personal mentorship sessions from e-commerce and digital business specialists.
- **Consultation for Startups:** Learn how to scale your business or start a new venture with expert guidance.
- **1 Year | Free Support:** Receive ongoing guidance for your queries, even after completing the course.

✓ Exclusive Startup Support

Practical Training

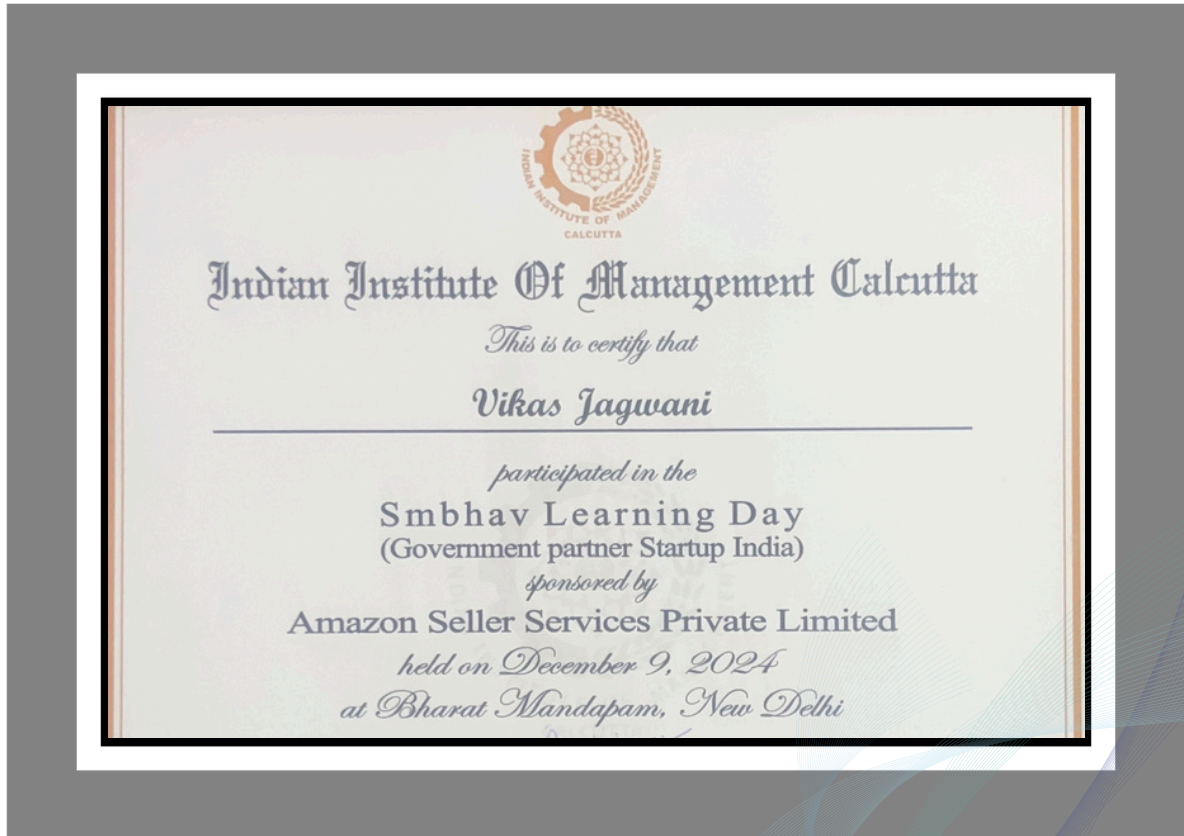
- **Curated Curriculum:** A syllabus designed based on years of industry experience and success stories.
- **100% Practical Approach:** Learn by doing with 20+ live projects, real-world examples, and student-led campaigns.

Exclusive Startup Support

- **Startup Consultation Program:** Dedicated support for aspiring entrepreneurs to launch and grow their businesses.
- **Specialized Training:** Guidance on generating quality leads, creating effective sales funnels, and optimizing ads.
- **Branding Assistance:** Learn to develop your e-commerce brand with proven strategies.



AWARDS & ACCOLADES



WHO SHOULD ENROLL?



At Digital Business Academy, we specialize in helping aspiring entrepreneurs, professionals, and small business owners navigate the world of e-commerce with ease. Whether you're just starting out or looking to scale your business, our hands-on courses will equip you with the tools and strategies to succeed in today's competitive online marketplace.

Aspiring Entrepreneurs

- Want to bring your business idea to life? Get step-by-step guidance on creating a thriving e-commerce platform.
 - Learn how to sell on popular marketplaces like Amazon, Flipkart, Meesho, or set up your own website.
 - Perfect for individuals who dream of starting their own ventures and want to avoid costly beginner mistakes.
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Students & Graduates

- Are you a student or a fresh graduate looking to enhance your career prospects?
 - Ideal for those pursuing degrees in business, marketing, or related fields who want practical, job-ready expertise.
-

Homemakers

- Thinking about starting a home-based business? Turn your hobbies or interests into a successful online store.
- Learn how to list products, handle customer orders, and manage payments without technical knowledge.
- Our flexible classes are perfect for individuals looking to balance learning with personal commitments.
- Gain financial independence while building something meaningful from home.



Small Business Owners

- Running a local & movable store? Expand your reach by taking your business online.
 - Understand how to transition seamlessly into e-commerce while retaining your unique brand identity.
 - Suitable for boutique owners, artisans, manufacturers, and service providers & all the business owners who want to scale.
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Unique Sellers

- Have unique products or ideas? Learn how to market them to a global audience using the right online tools.
 - Ideal for creators of handmade goods, sustainable products, or custom services who want to stand out.
 - Get insights into branding, storytelling, and customer retention strategies to grow your niche audience.
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Startup Founders

- Starting a business? Get access to our exclusive Startup Support Program for tailored guidance on launching your venture.
- From understanding e-commerce platforms to creating winning ad campaigns, we cover it all.
- Ideal for early-stage entrepreneurs who want to avoid common pitfalls and achieve sustainable growth.



BATCH DETAILS

- ✓ **Schedule:** Classes 3 days a week, 1.5 hours per session.
- ✓ **Batch Size:** Limited to 5 students for personalized attention.
- ✓ **Flexible Timings:** Multiple batches to fit your schedule.
- ✓ **Language:** Hindi, English, or bilingual support for diverse learners.
- ✓ **Timing Options:** Morning, evening, & weekend batches.
- ✓ **Learning Format:** Live discussions, Q&A sessions, & hands-on workshops.

FEES & REGISTRATION

» **Fees:** ₹ 25000 + GST

[For limited time period only]

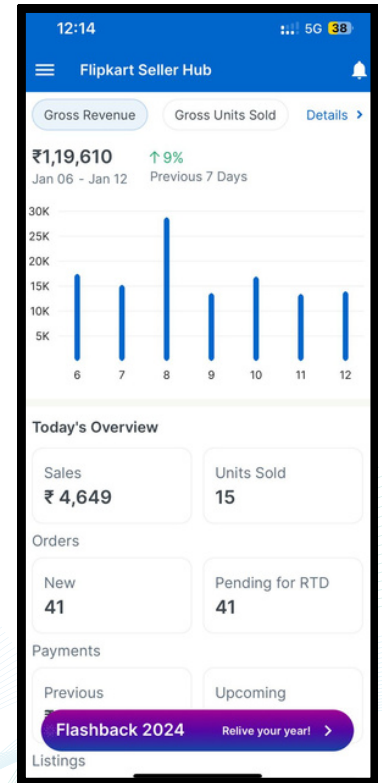
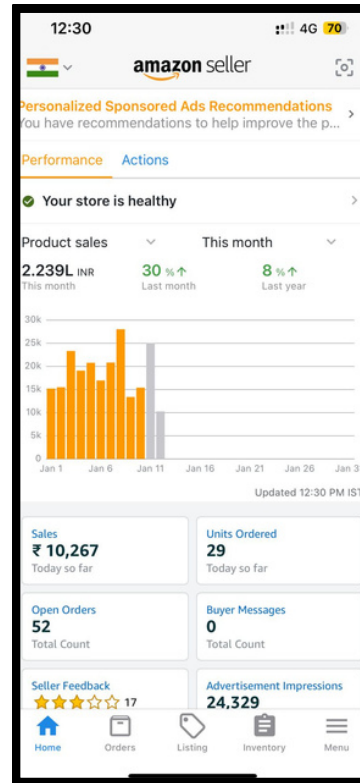
» **Payment Mode:** Credit/Debit Card, Bank Transfer or Cheque, GooglePay, PhonePe, PayTM, UPI & Cash

» **How to Register?**

Call: +91 922 700 9944

Email: support@digitalbusinessacademy.in

CASE STUDIES



amazon

Flipkart

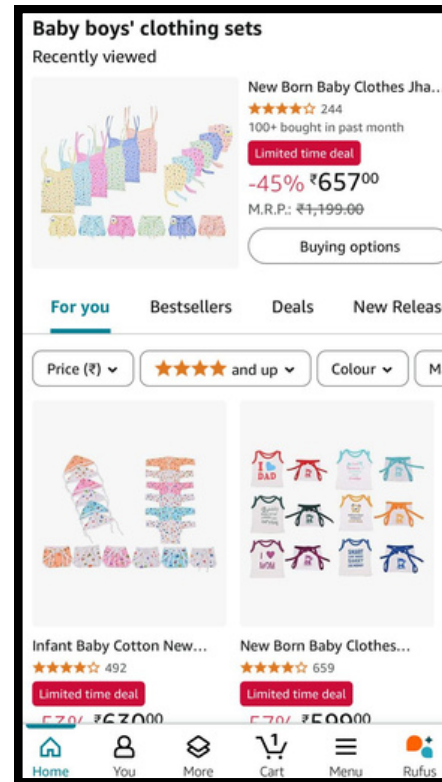
Founder: Zuber Mala

Category: Jeans & Apparel

Available on: Amazon, Flipkart, Myntra, Ajio, Meesho

Zuber Mala, the founder of MM21, started with a vision to make premium-quality jeans accessible to all. With our step-by-step guidance on product sourcing, listing optimization, and marketplace strategies, MM21 is now a recognized brand across multiple platforms. The brand has grown exponentially, achieving consistent sales growth and expanding its presence in the competitive fashion market.

CASE STUDIES



amazon

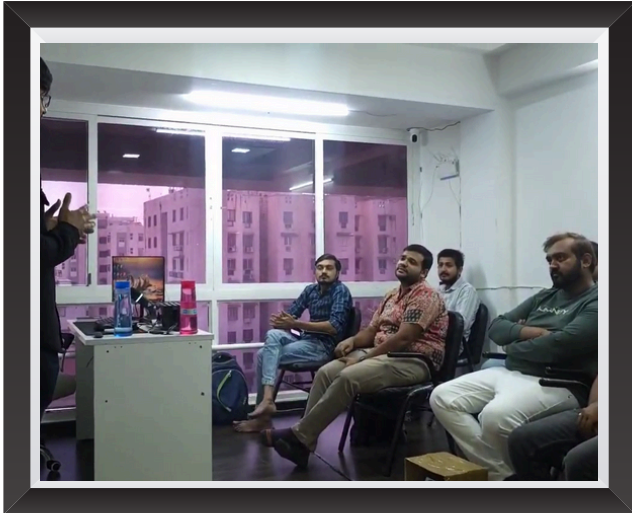
Location: Gandhinagar

Category: Kids' Clothing

Available on: Amazon, Flipkart, Meesho

Jayrajsinh Gohil, a professional working in an MNC, always had a passion for business. With our mentorship in product selection, pricing strategies, and ad optimization, he successfully launched a kids' clothing brand and now generates consistent online sales. His journey proves that with the right guidance, anyone can transition from a job to a thriving e-commerce business.

WORKSHOP & CERTIFICATE CEREMONY



WORKSHOP & CERTIFICATE CEREMONY



MENTOR'S VISIT TO AMAZON EVENT



GET IN TOUCH



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Reach out now

