



❖ **Go Digital Course Content**

• **Daraz Seller Training Course Outline**

- **Mindset**
- **Introduction to available Online Business models in Pakistan**
- **Introduction to Daraz**
- **Daraz Financials**
- **Account Setup and Store Optimization**
- **Daraz Business Models**
- **Product Research**
- **Competitor Analysis**
- **Product Sourcing**
- **Launching**
- **Product Ranking**
- **Sustaining**
- **Store Scaling**
- **Brand Building Ex Daraz**
- **External Marketing**
- **Influencer Marketing**