

## Two-day Workshop on Amazon E-Commerce Specialist Program

CMS Business School, Jain (Deemed-to-be University) organized a two-day workshop on Amazon E-Commerce Specialist Program on October 4th & 5th, 2017



The workshop provided a great learning experience as the keynote speaker Mr. Harry Prem Kumar, a corporate trainer, a specialist in e-commerce, operations management, and customer service, enlightened the students on the endless earning opportunities in the e-commerce platform. Mr.

Harry also spoke about the evolutionary background of e-commerce and the dominance of Amazon Web Services (AWS).

The next session was for market models under e-commerce and the end-to-end processes involved in order fulfillment. The speaker explained to the students about the listing, order placement, packaging, shipment, delivery, and payment, including refunds & return policies as offered by the Amazon platform.

The other concepts trainer Mr. Harry Prem Kumar shared with students are seller acquisition and seller services such as Cataloguing, Imaging, Branding, Barcode Generation, Listing, to name a few. The workshop was an immense motivating experience for the students that instilled the entrepreneurial spirit.