Smart Importation Training Course Outline (Smart Import GH)

By Coach Emma

Module 1: Introduction to Mini Importation

- What is Mini Importation?
- Benefits of Mini Importation
- Common Myths & Misconceptions
- Mini importation key terms (MOQ, Forwarder, CBM, KG etc..)
- Introduction to Aliexpress
- Introduction to Alibaba
- How to get credit card without visiting bank

Module 2: Setting Up for Success

- Tools You'll Need (Apps & Devices)
- Opening a Business-Friendly Email Account
- Creating a Chinese Shopping Account (1688, Taobao, or Alibaba, etc..)
- Recommended Delivery & Freight Agents

Module 3: Product Research & Selection

- How to Find Fast-Selling & Profitable Products
- Tools for Product Research
- Identifying Fake or Low-Quality Products
- Avoiding Banned or Restricted Items

Module 4: Sourcing from Chinese Platforms

- Step-by-Step Guide to Using 1688.com, Tabao, Pindouduo etc…
- How to Translate and Navigate Chinese Websites
- Communicating with Suppliers
- Price Negotiation Techniques

Module 5: Payment & Procurement

- Making Secure Payments (Alipay, Bank Transfer, Card or Agents)
- Using Yuan (CNY) and Payment Agents
- Understanding Product Pricing, MOQ, and Shipping Fees

Module 6: Shipping & Delivery

- Types of Shipping (Air Freight vs. Sea Freight)
- How to Use a Shipping Agent
- Tracking Your Orders
- Customs Duties and Clearance in Ghana

Module 7: Receiving & Managing Your Inventory

- Verifying Your Products Upon Arrival
- Handling Returns or Disputes
- Storing Your Goods Properly

Module 8: Marketing & Selling Your Products

- Branding and Product Presentation
- How to Sell on WhatsApp, Instagram, Facebook, and Jiji
- Creating Simple Product Videos and Flyers
- Handling Customer Inquiries and Orders

Module 9: Scaling Up

- Building a Mini Importation Business
- Setting Up an Online Store
- Registering Your Business in Ghana
- Finding Repeat Customers & Building Trust

Bonus Module: Q&A and Student Support

- Frequently Asked Questions
- Access to Student Support Group (WhatsApp/Telegram)
- Extra Resources and Updates