

# PROSPECTUS BF TECHNOLOGIES

## Virtual Academic Initiative

We stand on the notion of eCommerce as an academic initiative.



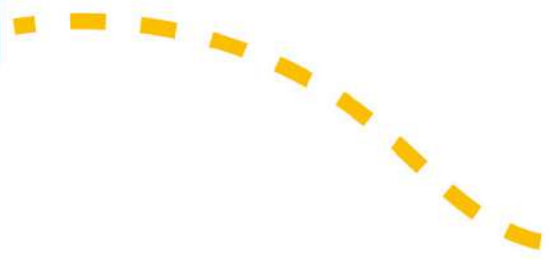
**BF TECHNOLOGIES (LTD) - UK**  
**BF TECHNOLOGIES (PVT) LTD - PAKISTAN**



VIRTUAL ACADEMIC INITIATIVE



*Let's Get to know us!*



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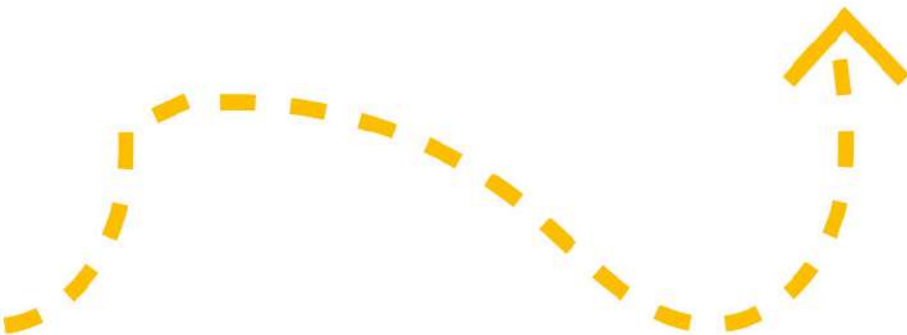
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# ABOUT US

## BF Technologies

*(Beyond Future Technologies)*



We were established to focus exclusively on Online eCommerce Market Place Educational Skill Development Trainings through eCommerce Skills Development Courses (ESDC). ESDC is a unique combination of hands-on learning experiences which will enable participants to contribute sustainably to the eCommerce landscape of Pakistan.



## **Founder & CEO's** *Message*

Even in this world, prior to the pandemic, virtual learning and employment had gained great momentum. Post COVID-19, the international economy was shaken. Pakistan's existing fragility led to widespread impediments in the employment sector.

Consequently, our company, Beyond Future Technologies, which stands on the notion of a virtual academic initiative, was created to try and fill the employment gap.

Our aim is to transform Pakistan's youth bulge into an economically resilient human resource. BF Technologies aims to do this by empowering the youth to run their respective online businesses (from home), by promoting local products and brands on the World Wide Web domain. We can increase our exports, thereby luring in foreign economic activity in Pakistan via eCommerce marketplaces like Amazon, Alibaba, Shopify, eBay, Facebook Shop, and Daraz.

# VISION & IDEOLOGY

The current COVID-19 pandemic necessitates an economic rejuvenation plan along with a much-needed Skills Development Program that can enable the youth to generate income from home. eCommerce Skill Development Courses (ESDC) is BF Technologies' response to this global meltdown.

We are extending offers to leading Higher Education Institutions (HEI's) in each region for collaboration in making the ESDC accessible to a wide range of students. A range of options can be mutually explored for offering the ESDC series. One core course can be followed by three additional courses to enable a student to graduate with a 'Diploma in eCommerce'. This program will be titled 'Enabling Gig Economy from Home'.



WHO

ARE

WE





BF Technologies is a start-up tech company with two branches, one in the UK, BF Technologies Ltd - UK (BFT) and one in Pakistan, BF Technologies (Pvt) Ltd Pakistan (BFT). Since the company stands on the notion of eCommerce as an academic initiative, we are kick-starting with short courses that will gradually upgrade into a full-fledged diploma. This will happen after the induction of internationally accredited courses from our platform.

## Why was BF Technologies created?

Let us commence by giving an overview about why BF Technologies has come into being. This company has been created primarily to effectively utilize the youth bulge of Pakistan, this can become our most valuable resource if nurtured appropriately.

Pakistan, a country stricken by economic hurdles, has a sizeable Employment gap not enough blue collar job opportunities.

BF Technologies is responding to the impact of socio-economic factors on the youth. With the Coronavirus pandemic taking a toll on the economy, BF Technologies has come up with a quick and effective plan to incorporate the concept of eCommerce and hence eEmployment from the comfort of your own home.



# BIG IDEAS HAVE

*SMALL BEGINNINGS*



# *Enabling You by Paving the Path to Success!*

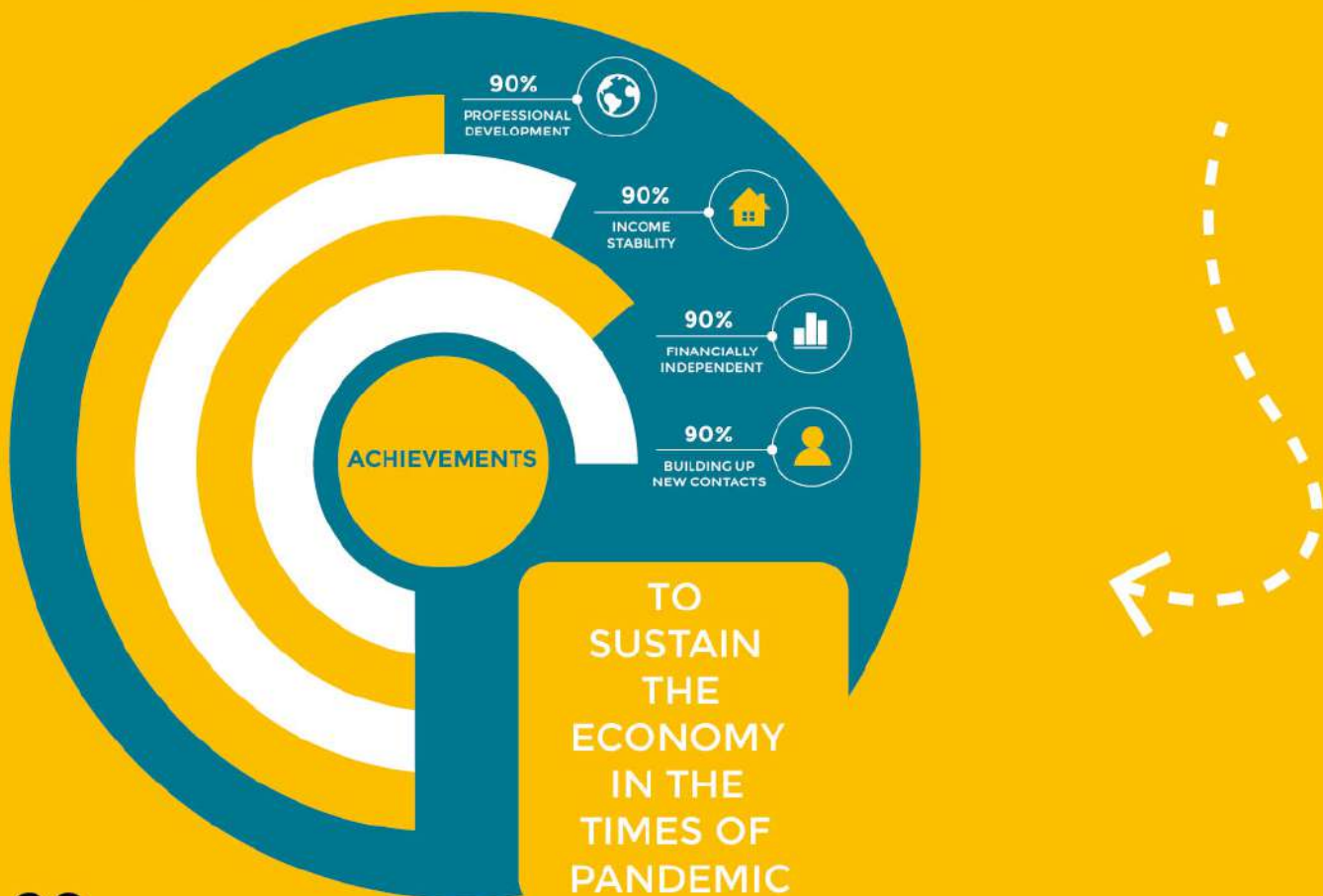


Our success and expertise in the retail eCommerce Marketplace allows us to enable people who want to start their own business. We strive to deliver nothing but the best and make certain our students are not only satisfied, but successful in the eCommerce marketplace.



## BF Technologies Executive eCommerce Skill Development Courses (ESDC)

In a fast-paced world where time is of essence, many individuals do not have the luxury of dedicating 4 (four) years to university life. This is where the concept of BF Technologies comes in. We are an entity that stands on the notion of virtual academia. BFT believes that the time has come to transcend the physicality of things and move over to the virtual realms of academia. Imagine an entity, an institution that caters to people residing in various parts of the world. Our vision is to eliminate all unnecessary bureaucratic red tape that may otherwise exist in other institutions.



Let us tell you what BFT is providing in their

# *eCommerce Courses.*

Investment-Central Courses/ Private Label-Wholesale

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## Market Research

BF Technologies targets all the leading eCommerce platforms in all major markets (USA, UK, Canada, Germany, Japan, Dubai, KSA etc.).

## Product Hunting & Research

This is the trickiest and most time-consuming area of work for any successful eCommerce professional. We offer multiple techniques which have been developed for various markets in order to hunt a viable product - our courses include all Black Hat, Grey Hat and White Hat techniques.

## Investment-Central Courses/ Private Label-Wholesale

### Tools for Product Research

We focus on more than 5 tools (JS, Helium 10, Keepa, Marchant Word, Viral Launch and more) to get the best product after doing deep research.

### Product Sourcing

We are not just teaching them how to source but we are also going to help them in sourcing.

### Product Launching

Apart from courses, we mentor, motivate and support as well. Our online community support is available for life, irrespective of what stage of work one is at, we provide access to our trainers and the vast knowledge being shared on our platform every day. We are not only teaching them how to launch and RANK but also providing them services to enable them to become success stories.

### Managing Accounts

This is another part of the program where we are not only teaching them how to manage and protect the brand, but are also providing them with access to the market from where they can attain these services.

## Service-Central Courses

### Supporting Sellers

We offer courses which enables a person to handle the eCommerce dealings of a new or existing online seller. From hunting a profitable product to its sourcing and selling, all is taught along with continuous community support.

### Digital Marketing

Our courses are focused on multiple avenues for earning through eCommerce. We offer courses in specialized digital marketing skills which are the backbone of any online business. From Google ads to email marketing, all aspects of an effective digital strategy are part of the course.



## Service-Central Courses

### Online Product Promotion

BFT courses elaborate upon each and every option available in the eCommerce marketplace, in depth. We equip our students with the knowledge of the potential of each social media platform, whether its Facebook, Instagram, or YouTube.

### Web Development

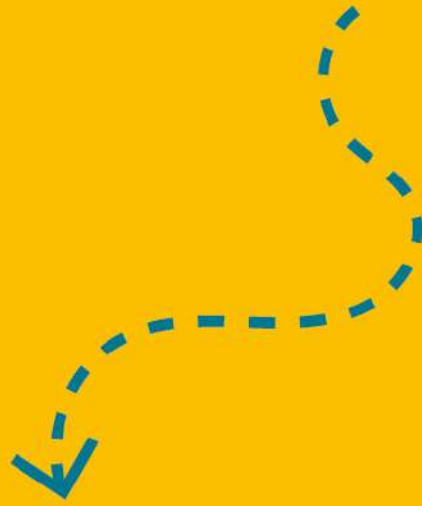
What sets us apart is that we think of every aspect when planning a course. We don't just make web developers, instead we also train in WordPress, content writing, search engine optimization and help improve English language skills.

### Freelancing Platform

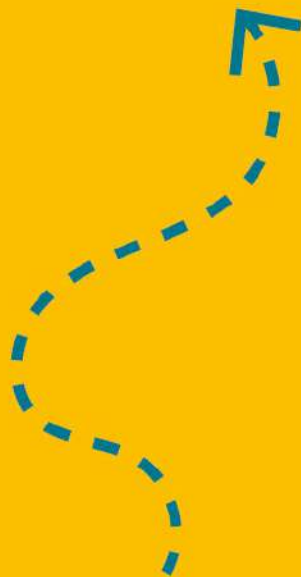
Our mission is to make sure that post training, each person is well prepared to apply their skills and get maximum exposure. For this, we train our students to present themselves in local as well as on international freelancing platforms, including Fiverr.

### Conclusion

BFT is not a simple course selling institute - we are Mentors and Stakeholders of our students' future.



# COURSES WE OFFER



## Virtual Assistant-Private Label

### Course Details (PL)

<b>Course Code :</b>	<b>BFT_PL</b>
<b>Course Title :</b>	<b>Amazon Virtual Assistant</b>
<b>Course Duration :</b>	<b>2 months</b>
<b>Contact Hours :</b>	<b>60 (18 lecture/discussion and 42 demo/practice)</b>

### Course Description (PL)

Virtual assistant (VA) is someone who provides online/offsite support to Amazon business owners. An Amazon VA comes with an array of skills and can perform multiple tasks to help grow Amazon businesses. The VA industry is booming mainly because of the overwhelming charm of working from home. This course is designed to give an edge by sharing proven processes of becoming a successful VA for Amazon marketplaces. In this course, each module covers an essential theme theoretically as well as practically.



## Course Learning Outcomes (CLOs)

- 01-Understand the eCommerce ecosystem and grasping the distinguished role of Amazon within this ecosystem.
- 02-Identify products using appropriate tools - products that will become bestsellers in the chosen category.
- 03-Evaluate the success of a product by using appropriately researched data.
- 04-Source a product successfully according to specifications.
- 05-How to metoo existing listing and create it's shipping plan.
- 06-Take a product to the top ranking by commissioning an efficient combination of marketing campaigns.
- 07-Manage all activities related to managing Amazon seller accounts effectively.



## Income Prospect (PL)

### Duration

2 months

### Income

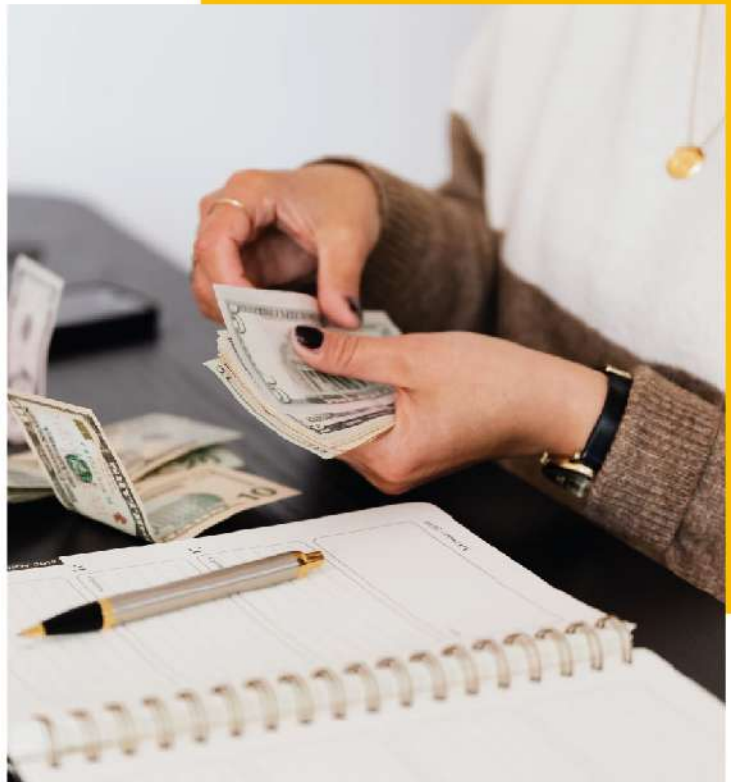
\$400+ per month

### Investment

Zero

### Support

Continuous ecosystem support



## Virtual Assistant-Wholesale

### Course Details (Wholesale)

Course Code :	BFT_FWL
Course Title :	Amazon Wholesale FBA
Course Duration :	2 months
Contact Hours :	60 (18lecture/discussion and 42 demo/practice)

### Course Description (Wholesale)

Virtual assistant (VA) provides online/offsite support to Amazon wholesale business owners. An Amazon VA comes with an array of skills and can perform multiple tasks to help grow Amazon wholesale businesses.

The VA industry is booming mainly because of the overwhelming charm of working from home. This course is designed to give an edge by teaching proven processes of becoming a successful VA for Amazon marketplaces. In this course each module covers an essential theme theoretically as well as practically.



## Course Learning Outcomes (CLOs)

- 01-Understand the eCommerce ecosystem and grasp the distinguishing role of Amazon within this ecosystem.
- 02- Identify bestselling products by applying appropriate tools in the chosen category.
- 03-Evaluate the success of a product by using appropriately researched data.
- 04-Source a product through distributors/whole sellers successfully.
- 05-How to meet existing listing and create its shipping plan.
- 06-Take a product to the top ranking by commissioning an efficient combination of marketing campaigns.
- 07-Manage all activities related to managing Amazon seller accounts effectively.



## Income Prospect (Wholesale)

### Duration

2 months

### Income

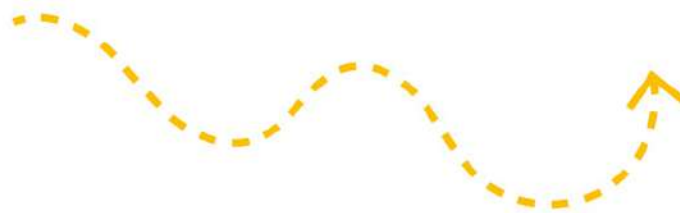
\$400+ per month

### Investment

Zero

### Support

Continuous ecosystem support



# Shopify Dropshipping

## Course Details

<b>Course Code :</b>	<b>BFT_SD</b>
<b>Course Title :</b>	<b>Shopify Dropshipping Webshop</b>
<b>Course Duration :</b>	<b>2 months</b>
<b>Contact Hours :</b>	<b>60 (18 lecture/discussion and 42 demo/practice)</b>



## Course Description

Shopify Dropshipping Webshop is one of the most common models for doing business on the Shopify Platform. This course is about how to build a Drop shipping Webshop on the Shopify platform to sell physical products without having an inventory of goods. Therefore, one does not have to invest in an inventory. With an annual turnover exceeding millions of dollars, more and more people are opting to become Shopify Dropshipping Webshop Sellers, so the timing is perfect. This course is designed to give an edge by teaching proven processes of becoming successful Shopify drop shipper to both, a complete novice and an amateur. In this course each module covers an essential theme theoretically as well as practically.

NB: Shopify is evolving each day and, therefore, this course will be kept up to date for each subsequent offering.

### Course Learning Outcomes (CLOs)

- 01-Knowhow about Dropshipping on the Shopify platform
- 02-Building a website on Shopify.
- 03-Different methods to use for Dropshipping.
- 04-Finding a winning product. Building a brand around your Webshop
- 05-Using different marketing methods to advertise your Webshop
- 06-Understanding Facebook ads for Dropshipping.

## Income Prospect (Dropshipping)

### Duration

6 weeks

### Income

\$300-\$800

### Investment

\$1500-\$2500

### Support

Continuous ecosystem support



# Facebook Marketing Executive

## Course Details

Course Code :	BFT_FME
Course Title :	Facebook Marketing Executive
Course Duration :	1.5 months (06 weeks)
Contact Hours :	60 (18 lecture/discussion and 42 demo/practice)

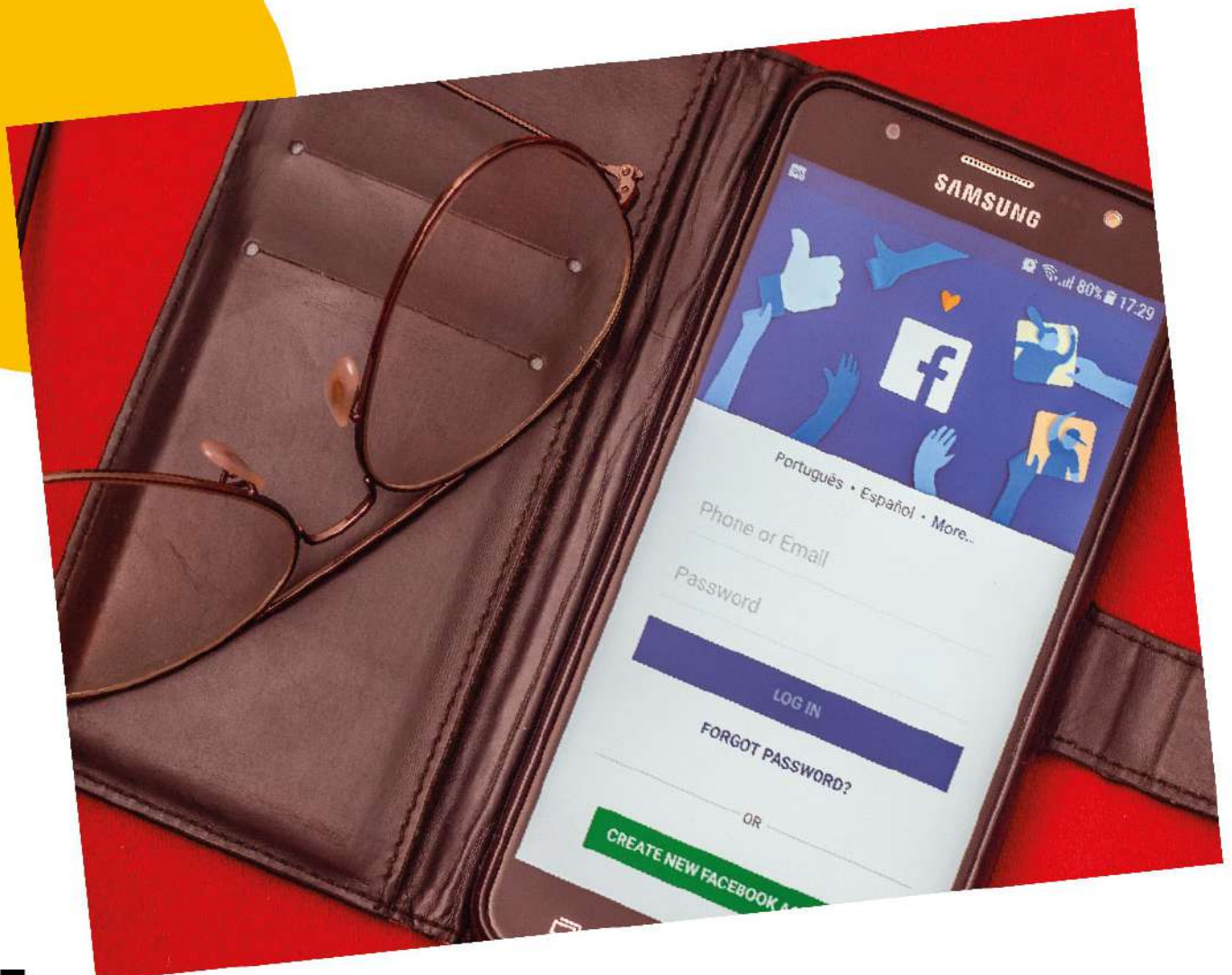
## Course Description

Facebook Marketing is one of the most common models for marketing your business. This course is about how to build your Facebook business manager to market, scale your business on Facebook and attract relevant traffic to your business. This will scale the business up to the next level

NB: Facebook is evolving each day and, therefore, this course will be kept up to date for each subsequent offering. Additionally, this course will be offered in a hybrid/blended mode

## Course Learning Outcomes (CLOs)

- 01-Knowhow about Facebook marketing
- 02-Rules of Facebook marketing
- 03-Making a AD
- 04-Finding your target audiences.
- 05-Scaling your winning ads
- 06-Making ad copies



## Income Prospect (Facebook)

### Duration

6 Weeks

### Income

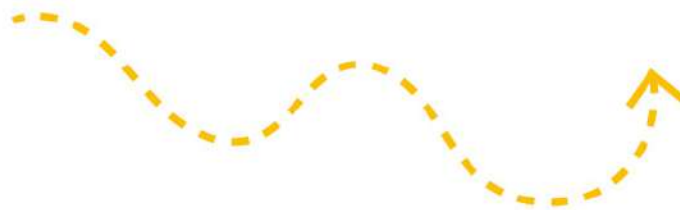
\$100-\$120  
in just 1-2 hrs

### Investment

Zero

### Support

Continuous ecosystem support



## Online Product Promoter Training Course

### Course Details

Course Code :	BFT_OPP
Course Title :	Online Product Promoter Training
Course Duration :	1.5 months (06 weeks)
Contact Hours :	40 (20 lecture/discussion and 20 demo/practice)

### Course Description (PL)

Currently Instagram is one of the best social media marketing platforms and the number of Instagram users is increasing day by day.

Therefore, it the best place to market your business and get positive results within days.



## Course Learning Outcomes (CLOs)

01-How to promote a product online for online Sellers

02-The basic understanding of using Instagram for promoting products

03-Real time brand promoting exercise

04-Learn to develop social strategies that create long term goals for your clients' brand/business

05-Learn to boost income in a short span of time.



## Income Prospect

### Duration

6 Weeks

### Income

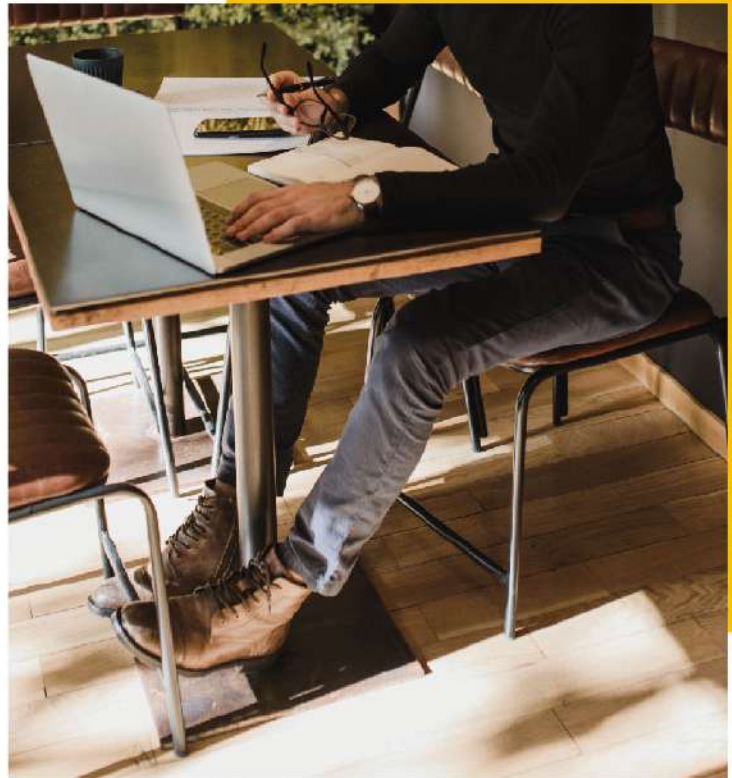
\$400 per month  
(minimum)

### Investment

Zero

### Support

Continuous ecosystem support



## Virtual Store Manager-Daraz Course

### Course Details (Daraz)

Course Code :	BFT_VSMD
Course Title :	eCommerce with Daraz
Course Duration :	2 months
Contact Hours :	60 (18 lecture hours + 42 discussion/demo/practice hours)

### Course Description (Daraz)

eCommerce with Daraz is the premium comprehensive course to grow your eCommerce business with, Pakistan's largest marketplace, i.e., daraz.pk. This course also includes a basic overview of the Global eCommerce market, digital marketing and several eCommerce business development topics. In this course each module covers an essential theme theoretically as well as practically.



## Course Learning Outcomes (CLOs)

01-Understand the global and domestic eCommerce ecosystem and grasp the distinguishing role of Daraz within the eCommerce ecosystem of Pakistan.

02-Register and create a successful store on the Daraz platform.

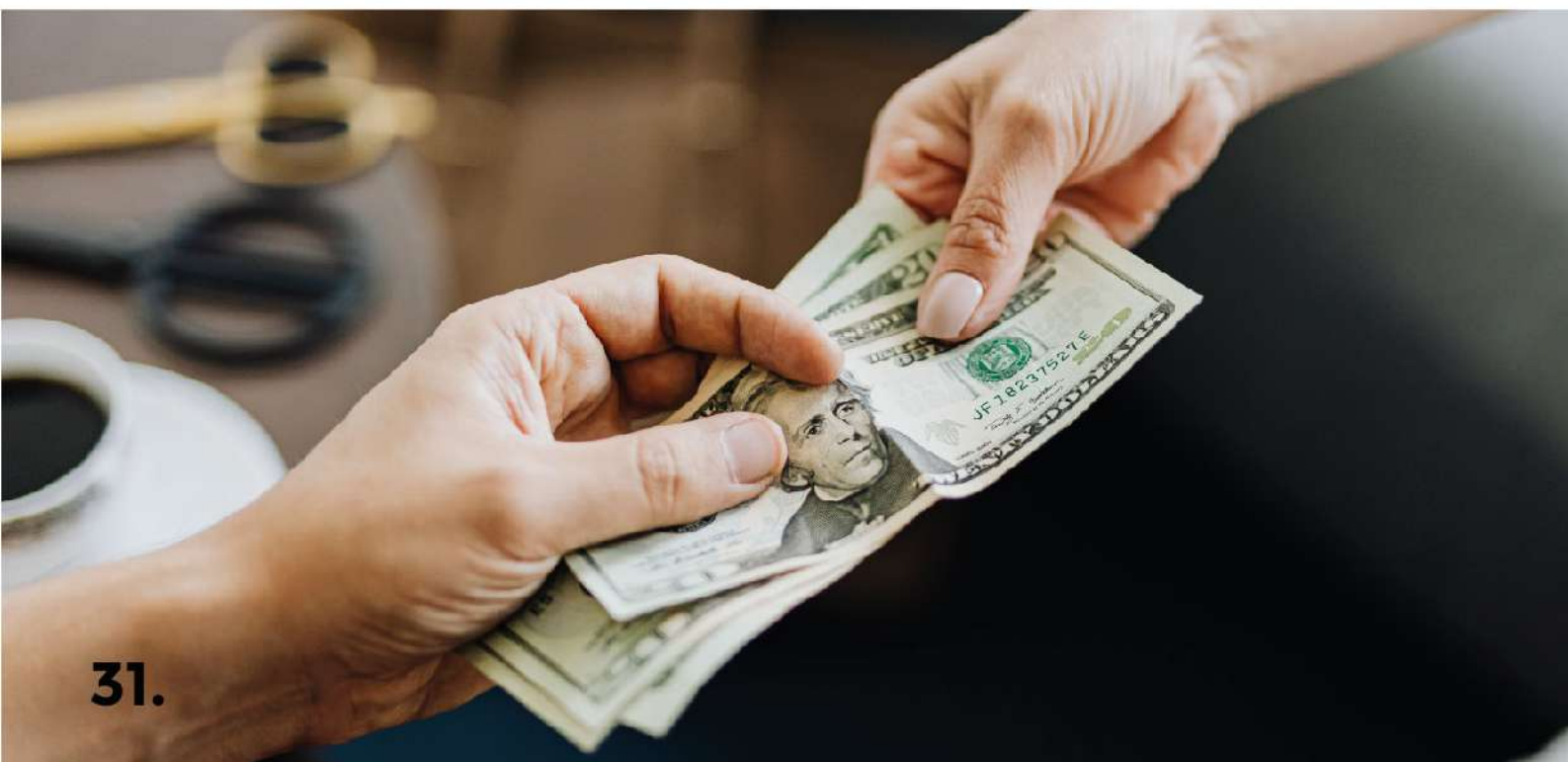
03-Identify bestselling products in the chosen category.

04-Manage product listings on Daraz using appropriate keywords.

05-Understand Fulfilment by Seller (FBS) and Fulfilment by Daraz business models.

06-Maintain a good Seller Rank by effectively managing orders, returns and reviews.

07-Effectively and efficiently manage all the activities of Daraz seller account.



## Income Prospect

**Duration**

**8 Weeks**

**Income**

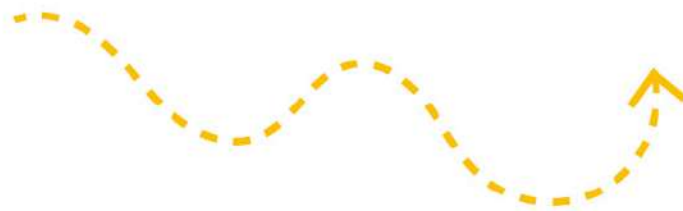
**25k-80k PKR  
per month**

**Investment**

**100,000**

**Support**

**Continuous ecosystem support**



## Product Hunting

### Course Details (PH)

Course Code :	BFT_PH
Course Title :	Product Hunting
Course Duration :	1.5 months (06 Weeks)
Contact Hours :	60 (18 lecture/discussion and 42 demo/practice)

### Course Description (PL)

Product Hunting is one of the most important pillars of the Amazon business. This course will help you find profitable products by enabling you to calculate the exact profit margins.



## Course Learning Outcomes (CLOs)

- 01-Introduction to eCommerce.
- 02-Private Label Product hunting in all marketplaces.
- 03-Private Label Product researching in all marketplaces.
- 04-FBA Wholesale Product Hunting in all marketplaces.
- 05-FBA Wholesale Product Research in all marketplaces.
- 06-Dropshipping Product Hunting in all marketplaces.
- 07-Dropshipping Product Research in all marketplaces.



## Income Prospect

### Duration

6 Weeks

### Income

\$150-\$800

### Investment

Zero

### Support

Continuous ecosystem support



# Amazon Executive - Private Label

## Course Details

<b>Course Code :</b>	<b>BFT_EPL</b>
<b>Course Title :</b>	<b>Amazon FBA (Fulfillment by Amazon) Private Label Seller</b>
<b>Course Duration :</b>	<b>2 months</b>
<b>Contact Hours :</b>	<b>60 (18 lecture/discussion and 42 demo/Practice)</b>



## Course Description

Amazon FBA PL Seller is one of the most common models for doing business on Amazon marketplaces. This course is about leveraging the Amazon platform to sell physical products to make a wholesome living and not worry about where the next paycheck is coming from. More million dollar a year Amazon FBA PL Sellers are being created now than ever before, so the timing is perfect. This course is designed to give the edge by sharing proven processes of becoming successful Amazon FBA Seller to both: a complete novice; or an amateur who wants to get better results. In this course each module covers an essential theme theoretically as well as practically.

NB: Amazon is evolving each day and, therefore, this course will be kept up to date for each subsequent offering.

Additionally, this course will be offered in a hybrid/blended mode.

## Course Goals

This course will enable the students to become expert Amazon FBA PL Sellers. Students will learn how to start on a small budget and expand quickly. Learning how to list items on Amazon to attract maximum sales will be emphasized from the onset. After completing this course, students will be able to characterize the best items to sell on Amazon, know where and how to source these items.



## Course Learning Outcomes (CLOs)

01-Understand and distinguish the role of Amazon within the Ecommerce ecosystem.

02-Employ a specific set of rules to find the easiest and profitable items for selling on Amazon.

03-Know where and how to source these items efficiently and effectively.

04-Understand how to create the 'perfect' listing on Amazon for high rankings.

05-Understand how to use Amazon's internal advertising feature.

06-Defend your Amazon Listing from Hijackers - Getting your own Trademark & Licenses.

07-Avoid the pitfalls and costly mistakes often made by new Amazon FBA PL Seller.



## Income Prospect

### Duration

3 months

### Income

\$3000-\$5000

### Investment

\$12,000-\$15,000

### Support

Continuous ecosystem support



# Amazon Executive - Wholesale

## Course Details

<b>Course Code :</b>	<b>BFT_EWS</b>
<b>Course Title :</b>	<b>Amazon FBA (Fulfillment by Amazon) Wholesale Seller</b>
<b>Course Duration :</b>	<b>3 months</b>
<b>Contact Hours :</b>	<b>60 (18 lecture/discussion and 42 demo/Practice)</b>



## Course Description

Amazon Executive whole seller is someone who does wholesale business on Amazon with conventional wholesale business owners. The Amazon Executives Wholesale Training comes with an array of skills and can perform multiple tasks to help grow you own Amazon Wholesale Business. The amazon wholesale industry is booming mainly because of the overwhelming charm of working from home. This course is designed to give the edge by sharing proven processes of becoming a successful whole seller for Amazon marketplaces. In this course each module covers an essential theme theoretically as well as practically.

## Course Goals

This course will enable the students to become expert Amazon Executive Wholesale - FBA seller. All skills necessary for an Amazon Executives Wholesale - FBA will be imparted using an optimal blend of pedagogical and andragogical techniques.



## Course Learning Outcomes (CLOs)

01-Understand the eCommerce ecosystem and grasp the distinguishing role of Amazon within this ecosystem.

02-Identify products using appropriate tools which will become bestsellers in the chosen category.

03-Calculating the number products to be source and evaluation return on investment according to sales equity.

04-Source a product through distributors/whole sellers successfully.

05-Creating a successful shipping plan to ship product to Amazon warehouse.

06-Updating product listing and increase traffic through different funneling techniques.

07-Manage all the activities, related to managing Amazon seller accounts, effectively



## Income Prospect

### Duration

3 months

### Income

\$1200-\$3000  
per month

### Investment

\$3000-\$5000

### Support

Continuous ecosystem support



# Let's Get Connected



**TechnologiesBF**



**BFTechnologies**



**bf\_tech.org**



**+92-304-1110BFT**



**bf\_technologies**



**Info@bf\_tech.org**



**www.bf-tech.org/group  
BFTechnologies**



**Project Office: # 201, Academic Complex, Allama Iqbal Open University,  
sector H-8, Islamabad, Pakistan**



VIRTUAL ACADEMIC INITIATIVE



**GROW  
WITH  
US**

## CONTACT

*Reach Us out*



**bf\_tech.org**



**www.bf-tech.org/group**



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**+92-304-1110BFT**



**Info@bf\_tech.org**



**bf\_technologies**



**TechnologiesBF**