

COURSE STUDY GUIDE

Complete Course Summary

WordPress, E-Commerce, Product Research, Branding, Pricing & Business
Registration

SOURCE-FIDELITY PROMISE

Built only from the 11 uploaded course files. No external facts were added. Where the materials conflict or appear unusual, the exact course wording is preserved and flagged in the 'Internal Inconsistencies and Quiz Traps' section.

Coverage

11 of 11 files reviewed - including image-only PDF pages and screenshot-only slides

Designed for detailed study first, then rapid revision before the quiz

Prepared: 7 September 2026

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How to use this guide

First read Sections 2-13. Before the quiz, revise Sections 14-16. If a question uses the exact wording of a course slide, prefer the wording shown here over outside knowledge.

1. Master Concept Map

The course follows the complete path from choosing an online-business idea to building, launching and legally operating the website.

Stage	Main question	Course topics
1. Idea	What should I sell or publish?	Niche selection, target audience, product research, validation
2. Brand	How will the market remember and understand me?	Brand naming, positioning, logo, site identity
3. Business model and price	How will the business make money?	Business model, cost calculation, six pricing strategies
4. Infrastructure	Where will the website live?	Domain, hosting, SSL, subdomains, local XAMPP or live Hostinger
5. Website	How will the site be built?	WordPress CMS, theme, plugins, pages, posts, menus, Elementor
6. Commerce	How will products, payments and delivery work?	WooCommerce, tax, shipping, products, checkout and orders
7. Launch and growth	How will users find and trust it?	SEO, analytics, social promotion, testing, customer journey
8. Legal setup	How will the business operate legally?	FBR NTN registration, record keeping, tax and bank details

2. WordPress and CMS Foundations

Course sources: *CMS with WORDPRESS.pptx*; *Building a Blogging Website with WordPress.docx*

2.1 What WordPress is

- WordPress is a CMS (Content Management System): a system for creating and managing website content digitally.
- It is open-source: its code is publicly accessible and can be viewed, modified and distributed; contributors around the world improve it.
- It has a modular ecosystem. WordPress is full-featured out of the box and can be extended.
- It can be used without coding to build blogs, service sites, landing pages and e-commerce sites through visual/drag-and-drop tools.
- Behind the scenes, WordPress uses PHP as the backend language and MySQL as the database. The course says learners do not need to learn these to use the visual workflow.
- The material describes WordPress as suitable for freelancers, business owners and web developers who need to build websites quickly.

2.2 Themes versus plugins

Item	Meaning	Examples/notes from the course
Theme	Controls the website's design and layout; some themes also add functionality.	Choose according to site type: blog, service or e-commerce. Examples: Astra, OceanWP, Extra, Hello Elementor, Zeta and Blocksy.
Plugin	Adds or extends functionality.	Examples: SEO, image compression, forms, page builders, WooCommerce and swatches.

Rule of thumb

Use a plugin only when the theme does not already provide the required function. Avoid installing a separate plugin for every small task.

2.3 Benefits of WordPress

- Fast, low-friction publishing.
- Security practices and modern web-publishing standards continue to be implemented.
- A very large ecosystem with thousands of themes and useful plugins.
- A large community and many developers who can help with most parts of the platform.
- Almost unlimited scope and scalability, including use by major enterprises.
- No coding knowledge is required for normal use, while full functionality can still be accessed when needed.
- Overall: flexible, scalable, powerful and cost-effective.

3. Domains and Hosting

Course sources: *Types of Domains and Hostings.png*

3.1 Core definitions and relationship

Concept	Definition	Analogy
Domain	The website's unique internet address. It helps users find the site without remembering an IP address.	The home address in a large town.
Hosting	A service that stores website files - images, text, code and database - on a server connected to the internet 24/7.	The physical house where all belongings/files are stored.
Together	You buy a domain (address) and hosting (space), then connect the domain to the hosting server. Typing the domain loads the site from the server.	Address points visitors to the house.

Domain anatomy example: in `www.example.com`, the optional subdomain is 'www', the brand/domain name is 'example', and the extension/TLD is '.com'.

3.2 Types of domains

Type	Meaning	Examples	Best for / detail
Top-Level Domain (TLD)	Last part of a domain name.	.com, .org, .net, .io, .co	General websites and businesses. .com is presented as most popular/trustworthy; .io is popular for tech startups.
Generic TLD (gTLD)	Common TLD not tied to a country.	.com, .net, .org, .info, .biz	Businesses, blogs, brands and services; worldwide availability and global reach.
Country-code TLD (ccTLD)	TLD for a specific country or territory.	.pk, .us, .uk, .in, .ca	Local/country-specific sites; helps local presence and SEO; some require residency.
Sponsored TLD (sTLD)	Created for specific communities, industries or organizations.	.edu, .gov, .mil, .int, .co-op	Education, government, military and international organizations; restricted and may require verification.
New gTLD	New extension representing a niche or industry.	.shop, .store, .tech, .online, .app, .fashion	Niche sites, online stores and startups; useful for distinctive branding.
Second-level domain	The chosen main name before the extension.	example.com, mystore.pk	Brand, business or personal name; should be short, easy to spell and brandable.
Subdomain	Prefix added before the main domain to create a separate section.	blog.example.com, shop.mystore.pk	Blogs, shops, help centers, apps and support pages; organizes site sections.

Domain-selection tips

- Keep it short, simple and easy to remember.
- Use .com if available.
- Use a relevant keyword where possible.
- Avoid numbers and hyphens.
- Choose a name that reflects the brand.

Good examples	Why	Bad examples	Why
myonlinestore.com	Short and brandable	best-online-shoes-2024.com	Too long
bestshoes.pk	Keyword plus local TLD	buycheap123.pk	Not brandable
techguide.io	Niche plus modern TLD	mywebsite.net	Too generic
organicmart.store	Descriptive plus niche TLD	abcxyzinfo.biz	Hard to trust

3.3 Types of hosting

Type	What it is	Best for	Pros	Cons / example
Shared	Many sites share one server's resources.	Small sites, blogs, students, new businesses	Affordable, easy, no technical skills	Limited resources; slower under high traffic. Example: personal blog, portfolio, small business.
VPS	Virtual server within a physical server with dedicated resources.	Growing sites, e-commerce, developers	More power, control, scalability and security	Costs more; needs technical knowledge. Example: medium-traffic/growing store.
Cloud	Site runs on multiple cloud servers instead of one physical server.	High-traffic sites, apps, high-uptime businesses	Reliable, scalable, pay-as-you-go, no downtime	Can be complex; variable cost. Example: news, SaaS, large stores.
WordPress	Hosting optimized specifically for WordPress.	WordPress blogs, business sites, WooCommerce	Better speed/security, auto-updates, easy management	Only for WordPress; slightly higher cost.
Dedicated	An entire physical server exclusively for one site.	Large, high-traffic, enterprise sites	Maximum power/control/security/performance	Expensive and needs advanced skills.
Reseller	Buy hosting resources and resell accounts to clients.	Designers, developers, hosting resellers	Earn money; manage multiple clients	Depends on provider resources.
Email	Hosting only for professional email accounts.	Businesses needing custom email	Professional email, deliverability, spam protection	Does not include website hosting; e.g., Google Workspace, Zoho Mail.

3.4 Platforms and approximate prices stated in the material

Domain platform	Why it is good	Approx. price
GoDaddy	Large selection, easy to use, free privacy protection	.com about \$11.99/year

Domain platform	Why it is good	Approx. price
Namecheap	Affordable, free privacy, good support	.com about \$9.98/year
Domain.com	Reliable and beginner-friendly	.com about \$12.99/year
Porkbun	Budget-friendly, clean interface, no hidden fees	.com about \$8.73/year
Google Domains	Simple, clean, trusted by Google	.com about \$12/year

Hosting platform	Why it is good	Starting price stated
Hostinger	Affordable, fast, 24/7 support, beginner-friendly	\$2.49/month
Bluehost	Officially recommended by WordPress; free domain and SSL	\$2.95/month
SiteGround	Strong speed/security and premium support	\$3.99/month
A2 Hosting	Fast hosting, good uptime, developer-friendly	\$2.99/month
Cloudways	Managed cloud hosting, high performance, scalable	\$11/month

Quick summary

Domain = address. Hosting = storage/space. A matching domain plus suitable, reliable hosting supports a fast, secure and successful site. Choose for current needs, but keep room to upgrade.

4. Local WordPress with XAMPP

Course sources: *CMS with WORDPRESS.pptx*; *Word Press Steps.docx*

4.1 Why create a local site?

- A local site lets developers and site owners test WordPress without publishing a real internet website.
- It is visible only on the computer where it is installed.
- You can test themes, plugins and features and learn WordPress basics.
- You can create a local copy of a live site to test plugin updates before applying them to the live site.
- To make a site public, you still need a domain name and WordPress hosting.

4.2 What XAMPP provides

XAMPP packages the local server environment needed by WordPress: Apache (web server), PHP (programming language) and MySQL/MariaDB (database server/software). It is available for Windows, Mac and Linux and avoids installing these components separately.

4.3 Full local-install workflow

1. Download XAMPP from <https://www.apachefriends.org/index.html> and install it.
2. Open the XAMPP Control Panel and start Apache and MySQL. If Windows Firewall appears, allow access so the applications can run.
3. The Word Press Steps file additionally instructs learners to uninstall Zoom and antivirus software before installing XAMPP because, according to that file, XAMPP will not work otherwise. This is preserved as course wording.
4. Download WordPress from WordPress.org, extract the ZIP file and locate the inner 'wordpress' folder. The Word Press Steps file specifically says WordPress 7.0.2.
5. Copy the wordpress folder into XAMPP's htdocs folder. Windows paths shown: C:/Program Files/XAMPP/htdocs or C:/Xampp/htdocs. Mac path shown: /Applications/XAMPP/htdocs.
6. Rename the folder to the desired site/folder name, such as website or website1. The Word Press Steps file links this name to the intended database name.
7. Open a browser and visit localhost/phpMyAdmin (the slide writes <https://localhost/phpmyadmin>). Click Databases, enter a database name and click Create.
8. Open localhost/your-folder-name/ (the slide example is <https://localhost/website1/>). Choose a language and continue/Next, then click Let's Go.
9. Enter the database connection details: database name = the database created earlier; username = root; password = blank; database host = localhost; table prefix can remain wp_ unless multiple WordPress installations share one database.
10. Click Submit, then Run the installation.
11. Enter site title, admin username, password and email. The Word Press Steps file examples are username 'admin' and an email in the form www.databasesname@gmail.com.
12. Click Install WordPress. On success, click Log in, enter the username/password and open the WordPress dashboard.

wp-config.php detail from the slides

On Windows or Linux, WordPress normally stores database settings in wp-config.php. On Mac, the course slides say WordPress may display the file contents and ask you to create wp-config.php in the site's root folder, paste the provided text, save it and return to the installer.

5. Live WordPress Setup with Hostinger

Course sources: *Building a Blogging Website with WordPress.docx*; *Building An ECOMMERCE Website With WORDPRESS.docx*

5.1 Purchase hosting

1. Open Hostinger, go to Services and select Web Hosting.
2. The course recommends the Premium Plan for hosting multiple sites. It lists free SSL, free email creation and one year of free domain.
3. Choose a duration: 48 months is given as the best-price example, or 24 months.
4. Apply a coupon if available.
5. Enter payment details: name, country, phone, address and city.
6. Payment methods listed: card, SadaPay/NayaPay and PayPal. Card payment may require OTP verification through the registered mobile number.
7. After payment, the hosting appears in the Hostinger Dashboard.
8. Key course point: SSL is automatically installed with Hostinger; no separate SSL setup is required.

5.2 Connect the domain and install WordPress

1. In Hostinger Dashboard > Home, find the hosting setup option and click Continue.
2. Choose Create a Website.
3. Choose WordPress, not an HTML page. The course warns that HTML will not auto-install WordPress.
4. Create WordPress account credentials. The admin panel is available at yourdomain.com/wp-admin. Save the credentials securely.
5. Choose English and click Next.
6. Choose Create Blank Site instead of a premade theme when building from scratch.
7. Select the domain. Domain is the public name/address; hosting stores the data.
8. If domain and hosting were purchased from different providers, update nameservers to connect them.
9. Choose the country and continue. Wait while Hostinger connects hosting and installs WordPress.

5.3 Optional subdomain

- A subdomain has a form such as blog.yourdomain.com.
- Hostinger path: Dashboard > Domains > Subdomains > enter the prefix (for example, blog) > optionally choose a custom folder > Create.
- A separate WordPress instance can be installed via WordPress Overview > Install WordPress > choose the subdomain.
- The course treats a subdomain as a separate site/domain for practical purposes, although it remains part of the main domain.
- Hostinger is also described as offering built-in caching plugins and multiple subdomains.

6. WordPress Dashboard, Themes, Plugins and Users

Course sources: *Building a Blogging Website with WordPress.docx*; *CMS with WORDPRESS.pptx*

6.1 Login and dashboard

Append /wp-admin to the site URL, log in with the saved credentials and open the dashboard.

Dashboard section	Purpose
Updates	Shows pending updates for plugins and themes.
Posts	Blog content, including Categories, Tags and Comments; blogging is WordPress's original core feature.
Media	Stores uploaded images and files.
Pages	Creates static pages such as Home, About and Contact.
Comments	Stores comments made on posts/pages.
Appearance	Manages themes, menus and widgets.
Plugins	Adds features such as SEO, forms, sliders and page builders.
Users	Controls dashboard access and roles.
Tools	Site health and import/export.
Settings	Site URL, permalinks, media size, privacy-policy page and other site settings.

6.2 User roles as stated in the course

Role	Course description
Administrator	Full control; can edit or delete anything.
Editor	Limited functionality.
Author	Can manage their own posts/pages.
Normal User	No dashboard functionality.

6.3 Install and manage themes

- Appearance > Themes > Add New.
- Search for a theme, install it and activate it.
- Examples listed: Astra, OceanWP, Extra, Hello Elementor, Zeta and Blocksy.
- Clear the cache after changes so the live site reflects them.
- Premium themes may import dummy content for a ready-made look; free themes can be used for manual customization.

- The e-commerce workflow recommends deleting unused default themes such as Twenty Twenty-Four and Twenty Twenty-Five to keep the site light.

6.4 Essential plugins mentioned across the material

Plugin	Purpose
Elementor	Visual drag-and-drop page builder.
WooCommerce by Automattic	Adds Shop, Cart, Checkout and Orders.
Variation Swatches by Emran Ahmed	Shows product choices such as color and size as clickable boxes/buttons rather than dropdowns.
WPForms / WPForms Lite	Creates the Contact Us form in the e-commerce workflow.
Royal Elementor Addons	Adds Elementor widgets, including a form builder/styler, in the blogging workflow.
SVG Support	Allows SVG logo uploads, which WordPress does not support by default according to the material.
Smush	Compresses images and adds lazy loading to improve speed.
Yoast SEO / RankMath / All in One SEO	SEO tools for meta titles, descriptions, keywords, sitemaps and robots.txt; choose one.
LiteSpeed Cache	Caches HTML, CSS and JavaScript; the material says it is often preinstalled by Hostinger.
Site Kit by Google	Google Analytics and Search Console connection in the fashion-blog checklist.

7. Building a Blogging Website

Course sources: *Building a Blogging Website with WordPress.docx*; *Steps for How to create a Fashion blogging website on WordPress.png*

7.1 Basic branding

Logo

1. Appearance > Customize > Header > Site Title & Logo.
2. Remove the default title text if it should not display.
3. Select and upload the logo.
4. For SVG: install and activate SVG Support, reselect the SVG, choose Skip Cropping and Publish.

Site icon / favicon

Appearance > Customize > Site Identity > Site Icon > upload the icon > crop or skip cropping > Publish.

7.2 Pages, URLs and homepage

Create pages

1. Pages > Add New.
2. Create and publish Home, About, Blog and Contact. The fashion-blog infographic also includes Privacy Policy.
3. Delete unwanted default/demo pages.

Permalinks

- The permalink/slug is the URL portion after the domain, for example yourdomain.com/about-us.
- Use Quick Edit in the page list to change a slug.
- Settings > Permalinks > Post Name creates clean, readable URLs and, according to the material, can fix many page-not-opening errors. Clear cache afterward.

Static homepage

1. Settings > Reading.
2. Choose A static page.
3. Set Home as the Homepage and Blog as the Posts page.
4. Save Changes and clear cache.

7.3 Menus, submenus and links

- Appearance > Menus; remove the default menu or create a new menu.
- Set it as the Primary Menu.
- Add Home, About, Blog and Contact; drag to reorder; save.
- For a submenu, create a child page and select its Parent in Page Attributes, then drag it slightly right under the parent in the menu.
- Use Custom Links to add any external URL with custom label text.
- Blog categories can also be added from Appearance > Menus > Categories and nested under Blog.

7.4 Page content with the default editor

- Columns block for a split layout such as 50/50.
- Image block for uploaded/media-library images.
- Paragraph and Heading blocks for text and hierarchy.
- Video block by pasting a YouTube URL.
- Gallery block for multiple images.
- Button block: set label and link to an internal page or external URL; optionally open in a new tab; style background, text, size, padding, border and shadow.
- Publish/save, then refresh with cache cleared.

7.5 Posts, categories and tags

Concept	Meaning
Page	A fixed website section/URL such as Home, About or Contact.
Post	One entry in a list; a blog listing shows multiple posts, and selecting one opens its detail page.
Category	A broad grouping such as Digital Marketing, Web Development, Outfits, Trends or Beauty; it receives an automatic slug.
Tag	A short keyword describing a post.
Featured image	The main image representing the post.

Publish a post

1. Posts > Categories: create needed categories.
2. Posts > Add New.
3. Add title and body content.
4. Set a featured image.
5. Choose the category.
6. Add relevant tags.
7. Publish and repeat for more posts.

Control pagination through Settings > Reading > Blog pages show at most. Set a number such as 2 or 10; remaining posts automatically move to later pages.

7.6 Sidebar, related posts and footer

Sidebar

- Appearance > Widgets or the theme's sidebar builder.
- Main Sidebar can include Search, Categories, Recent Posts, Comments, Archive, Calendar and custom images.
- Remove unwanted widgets and add needed widgets one by one.
- Adjust heading/font size consistently.
- To show it on individual posts: theme Dashboard > Blog > Customize > Single Post > select a sidebar layout > Publish.
- Related Posts can be enabled below a post and configured by count and columns.

Footer

- Open the theme Footer Builder and select a layout such as three columns.
- Column 1: About Us heading plus a paragraph.
- Column 2: Quick Links heading plus Navigation Menu. Create a separate Footer Menu if the primary menu's dropdown structure is not suitable.
- Column 3: contact details using Heading and Text/HTML widgets. The material mentions `<br>` for line breaks and `<b>` for bold text.
- Publish and inspect the live site after clearing cache.

7.7 Contact or registration form

1. Install and activate Royal Elementor Addons from Plugins > Add New.
2. Refresh Elementor and drag the Form widget into the layout.
3. Add/remove fields such as Name, Email and Phone. A 10-digit phone limit is given as an example.
4. Style labels, spacing, field background, placeholder color, border, radius and button width/color/alignment.
5. Mark required fields as Required = True.
6. In the form's Email settings, set To address, Subject and From address. The From address should ideally match the live domain email.
7. Publish and test. The success message can be customized, and submissions should arrive at the configured inbox.

7.8 Fashion-blog checklist

Step	Actions
1. Plan	Choose niche (street style, luxury, sustainable, etc.), define audience, choose name and list content such as outfits, trend guides and tips.
2. Domain/hosting	Use Bluehost, Hostinger or SiteGround; choose a WordPress plan; register a short, brandable domain.
3. Install WordPress	Hosting login > cPanel > Softaculous Apps Installer > WordPress > Install > choose domain > Install Now.
4. Theme	Appearance > Themes > Add New; mobile-friendly examples: Astra, Blossom Fashion, Chic Lite and Kadence; preview, install and activate.
5. Plugins	Yoast SEO, Elementor, WPForms, Site Kit by Google and Smush; install only what is needed.
6. General settings	Settings > General: site title, catchy tagline, WordPress URL, site URL, timezone; save.
7. Customize	Logo, site identity, colors/fonts, header/footer/menu/sidebar, and background; use elegant fonts and a soft palette.
8. Pages	Home, About Me, Blog, Contact and Privacy Policy.
9. Menu	Create primary menu, add pages, order them and save.
10. First post	Catchy title, content, high-quality images, category, tags and Publish.
11. SEO	Yoast, focus keyword, SEO title/meta description, H1-H3 headings, image alt text, readable/helpful content.
12. Launch/promote	Preview desktop/mobile; share on Instagram, Pinterest and Facebook; post consistently and engage.

Bonus tips: use high-quality images; post consistently; build an email list; collaborate with other bloggers; keep learning; stay true to your style. The infographic's closing idea is that the fashion blog becomes the creator's identity.

8. Elementor and Page Design

Course sources: *Building a Blogging Website with WordPress.docx*; *Building An ECOMMERCE Website With WORDPRESS.docx*

8.1 What Elementor changes

Elementor replaces the limitations of the default editor with visual drag-and-drop page design. It can be used on both Pages and Posts.

Layout option	Effect
Elementor Full Width	Keeps the theme's header and footer while Elementor designs the central content.
Elementor Canvas	Removes header/footer for a navigation-free landing page.
Custom Elementor header/footer	Possible through an add-on plugin that provides this feature.

8.2 Global settings

- Hamburger menu > Site Settings.
- Global Colors: Primary, Secondary, Text and Accent.
- Global Fonts: Primary, Secondary, Text and Accent font styles.
- Typography: defaults for body, links and H1-H3.
- Layout: content width (example 1200px), padding and column gaps.
- Breakpoints: Mobile 0-767px, Tablet 768-1024px, Desktop 1024px and above; normally leave defaults.

8.3 Basic Elementor workflow and widgets

1. Create a page and choose Edit with Elementor.
2. Choose Full Width or Canvas in Page Settings.
3. Use + to add containers and column structures. Change each column width by percentage and set the gap.
4. Use the six-dot handle > Style for background color/image, Cover image sizing, borders, radius and shadow.
5. Widgets: Heading (with H1-H6 tag), Text Editor, Image, Button, Video, Gallery/Image Box, Icon List, Accordion, Google Maps and Form through an add-on.
6. Advanced tab: margin, padding, motion effects and custom CSS classes.
7. Use responsive preview icons and adjust mobile typography/spacing independently from desktop.
8. Publish after major changes and Preview the live result.

8.4 Tracking/analytics code

1. Appearance > Theme Editor > header.php.
2. Paste the tracking code immediately before the closing </head> tag.
3. Click Update.
4. The course recommends doing simple direct edits like this instead of adding a plugin for every small task.

9. Building an E-Commerce Website with WooCommerce

Course sources: *Building An ECOMMERCE Website With WORDPRESS.docx*

9.1 Required theme, builder and plugins

Item	Course workflow / purpose
Elementor Free	Course workflow downloads elementor.zip from bloggdude.com/elementor , then Plugins > Add Plugin > Upload Plugin > Install > Activate. It designs the full site.
Blocksy Free	Appearance > Themes > Add Theme > search Blocksy > Install > Activate. Install Blocksy Companion when prompted; the material calls it very important.
WooCommerce	Adds e-commerce features: Shop, Cart, Checkout and Orders. Skip guided setup and go to My Store.
Variation Swatches	Clickable color/size boxes for variable products.
WPForms Lite	Contact Us form.

9.2 WooCommerce settings

General/basic

- Enter full store address: city, state, postcode and country.
- Selling locations default to all countries; beginners are advised to sell to specific countries such as Pakistan.
- Enable tax rates and calculations.
- Select currency (examples: Pakistani Rupee, Bangladeshi Taka or USD) and Save Changes.

Products

- Weight unit: gram (g), because many products are light.
- Dimension unit: centimeter (cm). Save.

Tax

- Tax tab is used for GST/VAT.
- In Additional tax classes, create separate lines. Pakistan examples: GST 5%, GST 12% and GST 18%. VAT examples: 5%, 10%, 12%, etc.
- Save Changes; new class tabs appear.
- GST 12% example: Insert Row; Country Code = IN [For Pakistan] as written; State/Postcode/City blank; Rate 12; Tax Name GST 12%; untick Shipping; save.
- GST 5% example: Insert Row; Country Code = Pk as written; Rate 5; Tax Name GST 5%; untick Shipping; save.

Shipping classes, zones and methods

If the store sells only one product type, it can directly create zones. If products have different delivery characteristics (for example, a refrigerator versus a T-shirt), create shipping classes.

1. Shipping > Classes > Add Shipping Class. Create Heavy Items (slug/description heavy-items) and Light Items (slug/description light-items).

- Shipping > Shipping Zones > Add Zone. Zone Name = Pakistan; Region = Pakistan; Save.
- Inside the zone, add Free Shipping. Rename its customer-visible title to Free Delivery. Requirement = Minimum Order Amount 1000, meaning orders above Rs.1,000 receive free delivery.
- Add Flat Rate. Rename to Delivery Charges. Base cost = 0; Heavy Items = 500; Light Items = 50; No Shipping Class = 60.
- Quantity formula: enter $500 * [qty]$ so three refrigerators cost $500 \times 3 = \text{Rs.1,500}$. Apply equivalent formulas to other classes when per-unit charging is required.
- Create other country zones in the same way.

Payments

- Offline: enable Cash on Delivery.
- Online examples depend on country: Pakistan - NayaPay; USA/Europe - Stripe and PayPal.
- PayPal plugin workflow: Plugins > Add Plugin > search PayPal > install Payment Plugins for PayPal WooCommerce; activate the related plugins.
- WooCommerce > Settings > Payments > PayPal > Enable > Manage > API Settings > Connect.
- Sign in with PayPal Business email/password; the connection fills Client ID and Secret Key. A PayPal Business Account is required.

Accounts, privacy and visibility

The course says to tick the first four options, but explicitly lists: allow customers to log in during checkout; create an account during checkout; create an account on My Account; followed by 'etc.' Save Changes. In Site Visibility, select Live and save.

9.3 Product listing

Simple product

- Products > Add New Product; enter Product Title.
- Long Description appears below the product on the single-product page and can include formatting/media.
- Product Data = Simple Product.
- Set Regular and Sale Price; example Rs.55,000 and Rs.45,000. Sale price appears with the regular price struck out.
- Select the tax class, for example GST 12%.
- Inventory: unique SKU such as TAB-01; enable stock tracking; example quantity 80 and low-stock threshold 3.
- Shipping: example weight 250; length/width/height; class Light Items.
- Short Description: 2-3 lines next to the product image.
- Right sidebar: main product image, 2-3 gallery images and category such as Electronics or Tablets.
- Publish.

Variable product

- Use for products with options such as T-shirts/bottles with colors, sizes and different prices.
- Complete the common title, descriptions, images, gallery and category fields; choose Variable Product.
- Products > Attributes: create Color with type Color and Size with type Button.
- Configure terms: Size = Small, Medium, Large. Color examples = Black, Light Green, Light Blue and Pink with color-picker values.
- Return to product and refresh. In Attributes, add chosen Color values, tick Visible on product page and Used for variations, and save. Add Size similarly.
- Variations > Generate Variations > OK to create combinations.

- Configure each variation's image, price and stock. Examples: Light Blue + Medium Rs.150; Light Blue + Small Rs.100; Light Green + Medium Rs.220.
- Save Changes and choose defaults such as Light Green and Medium, then Update.

9.4 Import a starter site

- Dashboard > Blocksy > Starter Sites.
- Filter Category = E-commerce, Plan = Free, Builder = Elementor.
- Choose a design based on layout rather than matching the product type; Gadgets is the demonstration design.
- Import > Elementor > Next.
- Important: untick Clean Install / Erase Website. Only the first three import options should remain ticked.
- Install, then View Site.
- Delete imported dummy products while keeping the two examples (Tablet and Bottle): select the others > Bulk Actions > Move to Trash > Apply.

9.5 Home page and store design

Elementor edits

- Home > Edit with Elementor. Click text to edit it, such as \$99 to Rs.25,000 or iPhone to Best T-shirts.
- Delete a section through right-click on its six-dot handle > Delete.
- Button link: copy a product URL and paste it into the button's Link field.
- Change shipping copy to Free Delivery On Orders Above Rs.1000.
- Change a section image through its structure icon > inner container > Style > Background > Image. Use Custom display size if necessary.
- Edit category labels such as Laptops to Mobiles. Obtain category URL through Products > Categories > View > Copy Link Address.

Product shortcodes

Shortcode / edit	Effect
[products limit="6" columns="3"]	Shows six products in three columns.
columns="5"	Shows five products per row.
limit="10"	Shows ten products.
[sale_products]	Shows sale products.
[best_selling_products]	Shows best-selling products.

About, Contact, shop sidebar and footer widgets

- Pages > About/Contact > Edit with Elementor. Change address, phone and email.
- Map: click map/pencil and enter a location; the course example is Sion, Mumbai.
- Appearance > Widgets > WooCommerce Sidebar: add Product Search (remove label; button inside), price/product filters and Top Rated Products.
- Customize > WooCommerce > Product Archives > Design: enable sidebar and choose Left Sidebar.
- Appearance > Widgets > Footer Columns 1-4: edit footer text, social links and page links such as About, Contact, My Account and Cart.

9.6 Global customization

- Appearance > Customize > General > Layout: change container width from 1290 to 1200.
- Header logo: upload a logo, with black-and-white mentioned as an option.
- Cart icon: change Bag to Cart and size to 20-25px.
- Search: remove Posts and Pages; keep only Products selected.
- Colors: replace default purple with brand color. Typography: change Poppins to Outfit or another font.
- Product Archives: Desktop columns 3; Tablet 3; Mobile 2 or 1. Adjust category visibility, title size/weight and price color.
- To normalize images: Card Options > Product Image > Predefined > ratio 1:1.
- Single Product: choose sidebar, set vertical gallery, reorder elements such as payment icons/SKU/category, and restyle Add to Cart/View Cart buttons.
- Footer copyright: remove Powered by WordPress and keep Copyright + Year + Brand Name.

9.7 Test customer journey and manage orders

Customer test in incognito/private mode

1. Register through the user icon with name, email and password; then log in.
2. Open a product, choose options (example Pink + Small at Rs.280), Add to Cart and View Cart.
3. Confirm GST and delivery charges calculate automatically.
4. Checkout with name, address and phone; select PayPal or COD; Place Order.
5. Confirm order-success page and order number. My Account > Orders shows status.

Admin order management

1. Dashboard > WooCommerce > Orders; new orders appear as awaiting processing.
2. The order shows number, customer, product/variation, GST, delivery and total. Example order number: 997.
3. When shipped through DHL, Blue Dart, TCS, Leopards, etc., change Processing to Completed.
4. In Order Notes, choose Note to Customer (not Private Note), enter courier/tracking details and Add Note.
5. The customer receives the tracking information by email. Click Update.

10. Product Research and Validation

Course sources: *PRODUCT RESEARCH AND VALIDATION.pdf*

10.1 Definition and importance

Product research identifies products customers want and evaluates whether selling them can produce profit. Validation confirms real demand and profit potential before inventory or advertising investment.

Research answers	Why it matters
What is trending? Is there demand?	Avoids products nobody wants.
Who are the customers?	Improves customer and marketing decisions.
How many competitors exist?	Shows competitive pressure and gaps.
Can the product make profit?	Reduces financial risk and unsold inventory.
Is the market growing?	Supports longer-term opportunity assessment.

Research answers	Why it matters
What will customers pay?	Guides pricing and margin.

Without research: unwanted products, expensive marketing, unsold inventory and losses. With research: higher sales potential, better marketing decisions, lower risk and competitive advantage.

10.2 Research and validation process

Step	Meaning
1. Identify problems	Start from a customer need or problem.
2. Generate ideas	Create possible product solutions.
3. Research demand	Use search, marketplace and trend data.
4. Analyze competitors	Study price, quality, reviews, offers, content and gaps.
5. Validate market	Confirm demand and profitable economics with multiple signals.
6. Launch product	Proceed only after evidence supports the opportunity.

Examples

- Ahmed's reusable water bottles: Google Trends, Amazon and TikTok showed rising interest, monthly sales, positive reviews and healthy profit potential, so the idea was validated.
- Sara's phone holder: Product Cost \$4 + Shipping \$3 + Ads \$2 against Selling Price \$7 produced about -\$2 profit. Validation prevented a loss.

10.3 Winning-product criteria

Criterion	Meaning
Solves a problem	People buy solutions, not simply products.
Emotional appeal	Connects with feelings and can sell more strongly.
Trending demand	Interest/popularity is growing.
Good profit margin	Target gross margin stated: 40%-70%. Profit = Selling Price - Product Cost - Shipping - Marketing.
Easy shipping	Lightweight, compact, durable/not fragile.
Low competition + high demand	Strong demand with fewer competitors.
Repeat purchase potential	Customers buy again, supporting loyalty.

Example: a yoga mat is presented as lightweight, in demand, low-cost to ship, profitable and capable of repeat purchase.

10.4 Product-research tools

Tool	Purpose stated in the course
Google Trends	Search trends, rising topics and interest.
Google Keyword Planner	Keyword search volume/demand.
Helium 10	Amazon product research.
Jungle Scout	Amazon product data and sales.
Sell The Trend	Trending products; AI product ideas and validation.
Exploding Topics	Emerging products/trends; AI-powered discovery.
TikTok Creative Center	Viral products and ad insights.
Pinterest Trends	Visual trend discovery.
Semrush	Competitor keywords and SEO.
Ahrefs	Search demand and backlinks.

Portable Blender example: increasing search volume, low competition, TikTok virality and thousands of Amazon sales signal a strong opportunity.

10.5 Competitor analysis and SWOT

- Pricing
- Product quality
- Reviews and ratings
- Features and benefits
- Keywords/SEO
- Shipping and delivery
- Offers and promotions
- Best-selling products
- Product images and videos

Portable blender example	Course data
Price/rating/reviews	\$39; 4.4/5; 2,300+ reviews in one panel.
Pros	Easy to use, portable, good design.
Complaints/cons	Short battery life, leaks, small capacity and noise.
Opportunity	Longer/larger battery, leak-proof design, quieter motor, bigger bottle and better/one-year warranty.
SWOT strengths	High ratings, strong brand/fast delivery.
SWOT weaknesses	Expensive, poor packaging.
SWOT opportunities	Bundle offers, better branding.
SWOT threats	Price wars and new competitors.

10.6 Market-demand validation

Method	Evidence
Google Trends	Search interest and whether searches are rising.
Search-volume tools	How many people search for the product/keywords.
Marketplace data	Amazon/Daraz listings, bestseller status and competitor sales.
Social media	Views, likes, shares, virality and engagement.
Customer feedback	Surveys, target-audience responses and reviews.

Validation flow: Product Idea > Search Volume > Competitor/Marketplace Sales > Social Media > Customer Feedback > Launch.

Mini Projector example: Google Trends increasing, Amazon bestseller/thousands of sales, TikTok viral videos, high engagement and high customer reviews = validated and ready to launch.

10.7 AI for trend prediction and competitor listings

AI/tool	Use
ChatGPT	Product ideas, research and market insights.
Google Gemini	Trend analysis and market research.
Claude	Competitor and product summaries.
Perplexity AI	Emerging/realtime trend research.
Exploding Topics	Discover emerging trends.
Sell The Trend	AI product discovery, ideas and validation.

Example AI prompt

Suggest 10 ecommerce products likely to trend among university students in Pakistan over the next 12 months. Rank by Demand, Competition, Profit and Marketing Difficulty. The example output begins: Portable Blender, Ergonomic Laptop Stand, LED Strip Lights - with reasoning.

AI competitor-listing workflow

1. Find/copy a competitor product listing.
2. Paste the product description/data into an AI tool.
3. Ask it to analyze price, keywords, reviews, strengths, weaknesses and opportunities.
4. Use the insights to plan a better offer.

Example listing: Portable Blender, \$35, rating 4.4, 1,256 reviews in one panel, portable/rechargeable, USB charging and six blades. AI summary: strengths include attractive/beautiful design, affordability and portability; weaknesses include battery complaints and a leaking lid; opportunity is a leak-proof bottle, larger

battery and 12-month warranty. Extracted keywords: Portable Blender, USB Blender, Travel Blender, Smoothie Maker, Rechargeable Blender and Personal Blender.

11. Branding and Business Setup

Course sources: *Branding and business setup.pdf*

11.1 Types of brand names

Type	Meaning	Examples from the material
Descriptive	Describes what the product/store does.	BestMart, PureSkin, HomeNeeds
Suggestive	Hints at the benefit or experience.	FreshAura, SmartStyle, Glowish
Invented	A unique new word creates a distinct identity.	Zovia, Luvora, Ovia
Abbreviated	Short form/initials that are easy to remember.	H&M, Khaadi, P&G
Geographic	Uses a city/place/region to build connection and trust.	Karachi Cart, Lahore Bazaar, Swat Store
Personal	Uses a founder/family name to build trust and relatability.	Junaid Jamshed, Alkaram, ChenOne
Aspirational	Suggests dreams, luxury or future-focused emotion.	DreamCart, EliteFinds, NextLevel

11.2 Brand-positioning types

Type	Meaning	International example	Pakistani example
Value	Best value at an affordable price.	IKEA - stylish furniture at affordable prices	Imtiaz Super Market - quality at competitive prices
Quality	Premium, high-quality and reliable.	Apple - premium technology and design	Khaadi - premium ethnic fashion with superior quality
Solution	Solves a specific customer problem.	Dyson - innovative cleaning solutions	Bykea - transportation/delivery solutions
Target audience	Designed for a specific customer group.	Nike Women - women athletes	Mamas & Papas Pakistan - mothers and babies
Differentiation	Offers something competitors do not.	Tesla - cutting-edge electric vehicles	J. - modern fashion plus Islamic identity
Emotional	Builds an emotional connection.	Coca-Cola - happiness, togetherness, celebration	Shan Foods - families and traditional home-cooked meals

11.3 Student brand-positioning examples

Brand idea	Strategy	Positioning statement
Affordable Fashion Store	Value	Trendy fashion without the premium price.
Handmade Leather Wallets	Quality	Crafted from genuine leather to last for years.

Brand idea	Strategy	Positioning statement
Study Accessories Store	Solution	Everything students need to study smarter.
Baby Products Store	Target Audience	Made especially for new parents and their babies.
Eco-Friendly Products	Differentiation	Sustainable products that protect the environment.
Customized Gift Store	Emotional	Personalized gifts that create unforgettable memories.

12. Pricing Strategies

Course sources: *Pricing strategies.png*

12.1 Six strategies

Strategy	Meaning	Example/effect
Cost-plus	Add a profit margin to the total cost.	Formula: Cost + Profit Margin. Example: cost Rs.1,000, sell Rs.1,300.
Competitive	Compare and position price against competitors.	Your Store Rs.1,200 versus Store A Rs.1,150 and Store B Rs.1,250.
Penetration	Launch at a low introductory price.	Attract more customers and increase market share.
Premium	High/luxury price supported by premium branding.	Apple-style premium positioning.
Psychological	Use a perception-friendly number.	Rs.999 rather than Rs.1,000; a small difference can affect buying decisions.
Bundle	Sell multiple products together at a discount.	Can raise average order value and customer satisfaction.

12.2 How to choose and implement pricing

1. Choose a business model that fits goals, budget and resources.
2. Identify the target customer and understand needs, preferences and buying behavior.
3. Calculate all costs: product, shipping, marketing, platform fees and other costs; determine margins.
4. Select the pricing strategy that matches costs, market and customers.
5. Launch the online store, list products and begin marketing.
6. Monitor sales, analyze results and optimize prices for profitability.

13. FBR Registration: Sole Proprietor and Private Label

Course sources: *Sole Proprietorship Registration.png*; *Private label business registration.png*

13.1 Shared 12-step NTN workflow

1. Visit <https://iris.fbr.gov.pk> and choose New Registration.
2. Taxpayer type = Individual; nationality = Pakistani.
3. Enter CNIC. Name and other data are auto-filled from NADRA.
4. Enter an active mobile number, receive OTP and verify it.
5. Enter an active email, open the verification link and verify it.
6. Select Sole Proprietor as Business Type; enter business name, nature of business and business address.
7. Provide complete business address. Home-based businesses use the residential address.
8. Enter business bank account number and branch; optional but recommended because it helps with tax refunds and returns.
9. Review all details and click Submit.
10. Registration Successful appears with a registration number, for example 1234567.
11. Choose Print Registration Certificate and download/print the NTN certificate.
12. Keep NTN number and certificate safe for tax filing, bank account, payment gateways and business operations.

13.2 Sole-proprietor requirements, duties and benefits

Category	Details
Information/documents	Valid CNIC, active mobile, active email, business name/address, nature of business and recommended bank details.
Important tips	Use your own CNIC; keep mobile active; use/verify valid email; update the mobile in the FBR profile if it changes.
After registration	File Income Tax Return yearly; register for Sales Tax if annual turnover exceeds the FBR limit; keep income/expense records; comply to avoid penalties.
Cost	FBR self-registration online = FREE. Tax consultant service stated as PKR 3,000-15,000.
Note	This is Sole Proprietorship (Individual). If there are partners, register an AOP with Registrar of Firms and FBR.
Benefits	Legal recognition, business bank account, legal payments, tax filing/refunds and customer trust.

13.3 Private-label-specific details

A private-label seller sells products under its own brand even when another party manufactures the products. The registration infographic uses the same sole-proprietor NTN path but adds brand/product information.

Area	Private-label course details
Business details	Business Name should be the brand/private-label name. Nature of Business should match the private-label activity, e.g., Retail Trade, Wholesale Trade, E-Commerce, Cosmetics or

Area	Private-label course details
	Apparel.
Additional information	Utility bill if available; manufacturer's NTN if working with a manufacturer; recommended brand logo; product-category details.
Tips	Register the business in the same name as the brand; keep email/mobile active; update FBR changes; Sales Tax if turnover exceeds limit; annual Income Tax Return.
Benefits	Legal recognition, business bank account, payment gateways, marketplaces such as Daraz/Shopify, taxes/refunds, trust and scaling.
Cost	FBR NTN self-registration = FREE; consultant PKR 3,000-15,000.
Legal-form note	For a sole owner, FBR registration is the same as normal sole proprietorship. Partners should register AOP through Registrar of Firms. For larger operations/investment, consider a Private Limited Company through SECP in the future.

14. Internal Inconsistencies and Quiz Traps

Course sources: Cross-check across all uploaded files

Important

These are not external corrections. They are conflicts, omissions or unusual wording inside the course files. If a quiz asks 'according to the course,' reproduce the source wording your instructor used.

Topic	What the materials say	How to study it safely
WordPress version	Word Press Steps says WordPress 7.0.2; the slide deck gives a generic WordPress download workflow and an older-looking screenshot.	Memorize 7.0.2 only as wording from that file; the core process is version-independent.
XAMPP and security software	Word Press Steps says uninstall Zoom and antivirus before XAMPP; slides instead emphasize allowing Apache through Windows Firewall.	Keep both statements separate and source-specific.
localhost URL	Slides display https://localhost/...; Word Press Steps uses localhost/... without a scheme.	Use the exact form used in the question/source.
MySQL label	Word Press Steps says start SQL; slides say MySQL.	Treat this as the database-server control in XAMPP.
GST country code	GST 12% example says Country Code IN [For Pakistan]; GST 5% example says Pk.	This is an internal inconsistency. Do not silently replace the written value.
Accounts & Privacy	The e-commerce notes say tick the first four options but name only three and then 'etc.'.	Know the three explicit options; do not invent the missing fourth.
Elementor install	Blogging notes install Elementor from the WordPress plugin directory; e-commerce notes download elementor.zip from bloggdude.com/elementor and upload it.	Both are course workflows.
Forms	Blogging workflow uses Royal Elementor Addons; e-commerce workflow uses WPForms Lite.	Associate the plugin with the correct workflow.

Topic	What the materials say	How to study it safely
User roles	Course says Author can manage own posts/pages and describes Editor only as limited.	Use this exact simplified course description if asked.
Pricing/platform data	Domain/hosting prices are approximate and presented in the image.	Memorize as course examples, not timeless market prices.
Product-research example counts	Portable Blender appears with 2,300+ reviews in one competitor panel and 1,256 in another AI-listing panel.	They are two separate examples, not one consistent listing.

15. Last-Minute Revision Sheet

15.1 Must-know definitions

Term	One-line answer
CMS	A system for creating and managing website content digitally.
WordPress	An open-source, modular CMS based on themes and plugins.
Theme	Website design/layout.
Plugin	Extra functionality.
Domain	Website address.
Hosting	Server space storing site files/database.
Subdomain	A prefix-created section/site such as blog.example.com.
Page	Fixed site section/URL.
Post	A blog entry within a list.
Category	Broad post grouping.
Tag	Short descriptive keyword.
Permalink/slug	Readable URL path after the domain.
Product research	Find products customers want and assess profitability.
Validation	Confirm demand and profit before investment.
Brand positioning	How a brand is designed to be understood relative to customer needs/competitors.
NTN	Registration/tax number obtained through FBR IRIS in the course workflow.

15.2 High-value sequences to memorize

- Research: Identify Problem > Generate Ideas > Research Demand > Analyze Competitors > Validate Market > Launch.
- Validation: Product Idea > Search Volume > Competitor Sales > Social Media > Customer Feedback > Launch.

- Pricing: Choose Model > Identify Customer > Calculate Costs > Select Strategy > Launch Store > Monitor/Optimize.
- Website: Domain/Hosting > WordPress > Theme/Plugins > Pages/Menu > Content/SEO > Test/Launch.
- E-commerce: Woo settings > Shipping/Tax/Payment > Products > Design > Incognito test > Orders.
- FBR: IRIS > Individual/Pakistani > CNIC > Mobile OTP > Email > Business > Address > Bank > Review > Success > Certificate > Keep safe.

15.3 Numbers and examples likely to be tested

Item	Course value/example
Winning-product gross margin	40%-70%
Free-delivery threshold	Orders above Rs.1,000
Shipping-class examples	Heavy Rs.500; Light Rs.50; No class Rs.60
Quantity formula	$500 * [qty]$; 3 units = Rs.1,500
Elementor content width example	1200px
Blocksy container change	1290 to 1200
Responsive breakpoints	Mobile 0-767px; Tablet 768-1024px; Desktop 1024px+
Product archive columns	Desktop 3; Tablet 3; Mobile 2 or 1
Cart icon	20-25px
Simple-product example	Regular Rs.55,000; Sale Rs.45,000; stock 80; low stock 3
Variable-product prices	Light Blue + Medium 150; Light Blue + Small 100; Light Green + Medium 220
Tax examples	GST 5%, 12%, 18%; VAT 5%, 10%, 12%
FBR registration	Self-service FREE; consultant PKR 3,000-15,000

16. Quiz-Style Self-Test with Answers

Q1. What does CMS stand for?

Answer: Content Management System.

Q2. What are the two major extension mechanisms in WordPress?

Answer: Themes and plugins.

Q3. What is the difference between a domain and hosting?

Answer: Domain is the address; hosting stores and serves website files/database.

Q4. Why use a local WordPress site?

Answer: To test and learn without publishing publicly; only the local computer can see it.

Q5. What components does XAMPP provide for WordPress?

Answer: Apache, PHP and MySQL/MariaDB.

Q6. What are the default local database credentials in the course?

Answer: Username root; blank password; host localhost; database name is the one created.

Q7. What is the WordPress admin URL?

Answer: yourdomain.com/wp-admin.

Q8. Theme vs plugin?

Answer: Theme controls design/layout; plugin adds functions.

Q9. Page vs post?

Answer: Page is fixed; post is a dated/listed blog entry with a detail view.

Q10. How is a static homepage set?

Answer: Settings > Reading > A static page > choose Homepage and Posts page > Save.

Q11. What is a permalink?

Answer: The page/post URL path or slug after the domain.

Q12. What does Elementor Canvas do?

Answer: Removes the theme header/footer for a landing page.

Q13. Which plugin adds e-commerce functionality?

Answer: WooCommerce by Automattic.

Q14. Why use Variation Swatches?

Answer: To show color/size options as clickable boxes/buttons.

Q15. When are shipping classes needed?

Answer: When different product types have different shipping characteristics/costs.

Q16. How do you charge shipping per quantity?

Answer: Use a formula such as $500 * [qty]$.

Q17. Simple vs variable product?

Answer: Simple has no variations; variable has attributes/terms and combination-specific price/image/stock.

Q18. Why test in Incognito?

Answer: To experience the site as a new customer rather than an already logged-in admin.

Q19. What is product validation?

Answer: Confirming real demand and profit potential before investing.

Q20. List the seven winning-product criteria.

Answer: Problem-solving, emotional appeal, trending demand, good margin, easy shipping, low competition/high demand, repeat purchase.

Q21. State the profit formula.

Answer: Selling Price - Product Cost - Shipping - Marketing.

Q22. Name five product-research tools.

Answer: Any five from Google Trends, Keyword Planner, Helium 10, Jungle Scout, Sell The Trend, Exploding Topics, TikTok Creative Center, Pinterest Trends, Semrush, Ahrefs.

Q23. What does SWOT stand for?

Answer: Strengths, Weaknesses, Opportunities and Threats.

Q24. List five validation methods.

Answer: Google Trends, search volume, marketplace data, social media, customer feedback.

Q25. Name the six positioning strategies.

Answer: Value, Quality, Solution, Target Audience, Differentiation, Emotional.

Q26. Name the six pricing strategies.

Answer: Cost-plus, Competitive, Penetration, Premium, Psychological, Bundle.

Q27. Where does FBR NTN registration begin?

Answer: <https://iris.fbr.gov.pk> > New Registration.

Q28. Which taxpayer type/nationality are selected?

Answer: Individual and Pakistani.

Q29. What follows successful NTN registration?

Answer: Download/print the registration certificate, file annual returns, keep records and meet Sales Tax duties if the threshold applies.

Q30. How does private-label registration differ in the notes?

Answer: Same sole-proprietor path, with brand name, matching nature of business, product/category and possible manufacturer information.

17. Source Coverage Map

Every uploaded file is represented below. Image-only pages and screenshot-only slides were visually reviewed in addition to text extraction.

#	File	Material included in this guide
1	PRODUCT RESEARCH AND VALIDATION.pdf	Definitions, importance, process, criteria, tools, competitor/SWOT, validation and AI.
2	Sole Proprietorship Registration.png	FBR IRIS 12 steps, requirements, cost, duties and benefits.
3	Steps for How to create a Fashion blogging website on WordPress.png	12-step fashion-blog checklist and bonus tips.
4	Types of Domains and Hostings.png	Definitions, domain/hosting types, platforms, prices and selection tips.
5	Word Press Steps.docx	Local XAMPP installation details and example credentials.
6	Branding and business setup.pdf	Brand naming and positioning, including examples/statements.
7	Building a Blogging Website with WordPress.docx	Full blogging, dashboard, Elementor, SEO, form and layout workflow.
8	Building An ECOMMERCE Website With WORDPRESS.docx	Full Hostinger, WooCommerce, product, design, testing and order workflow.
9	CMS with WORDPRESS.pptx	WordPress/CMS basics, benefits and local XAMPP workflow.
10	Pricing strategies.png	Six pricing strategies and six implementation steps.
11	Private label business registration.png	Private-label FBR workflow, extra requirements, legal notes and benefits.

Final study rule

This guide intentionally does not 'fix' the course material using outside sources. For graded recall, use the exact course examples and consult Section 14 whenever two files disagree.