

Amazon Portfolio – Saqib Farooq

Amazon Business Strategist | Private Label Expert | Mentor



Building scalable, profitable Amazon brands worldwide.

thesaqibfarooq.com



Introduction

I'm Saqib Farooq, an Amazon Business Strategist and Private Label Expert specializing in brand building, product research, listing optimization, and high-ROI PPC advertising.

Since launching my Amazon journey in 2021, I have built full-scale operations across multiple international marketplaces and now mentor aspiring entrepreneurs to achieve the same success.

Key Highlights

- Started in 2021
- Launched mentorship programs in 2024
- Multi-marketplace operations:
USA • UAE • KSA • Australia
- Managed \$50,000+ investment projects



Amazon Journey Timeline

Learning & Foundation

- Trained under top mentors: Shahab Hadi, Usman, Bernald Nader, Jawad Durani
- Mastered Amazon systems, product research & marketplace dynamics

Early Failures & Rapid Learning

- First product (Towel Rail) taught valuable lessons in cost, quality & reviews
- Pivoted from organic products (Shilajit & Saffron) after certification challenges
- Successfully launched profitable kitchenware line



2023

Scaling Operations

- Managed 15-17 accounts with a 6-member team
- Expanded into USA, UAE & KSA marketplaces



2024

Agency Collaboration & Brand Scaling

- Partnered with Ecom Universe for structured growth, Launched mentership programs for new Amazon entrepreneurs



2025

Expansion & Brand Growth

- New store achieved \$13,000+ in sales and 60+ organic reviews
- Entered Australian marketplace





Business Model Expertise

***Focus*:** Private Label via FBA & FBM

Strengths

- Full brand control + multiple revenue streams
- Long-term scalability & sustainable profits
- Strategic product launches with proven systems

Experience

- Successfully managed \$50,000+ investment projects
- End-to-end expertise in sourcing, inventory planning & advertising strategy



FBA



FBM

Core Skills & Expertise



1 Product Research & Market Analysis

- Proprietary research system for high-performing products

Achievements:

- 200,000+ AED sales (UAE)
- 50,000+ SAR sales (KSA)
- Successful USA product positioning

2 Listing Optimization

- SEO-optimized titles
- Persuasive bullet points
- Conversion-focused images
- Premium A+ Content storytelling
- Backend keyword optimization

3 PPC Advertising Strategy

- Managed \$25,000+ ad spend, maintaining ~30% ACoS
- Exact match campaigns, keyword harvesting
- Sponsored Products, Brands, and Display campaigns

4 Operations & Inventory Management

- Yearly inventory forecasting & multi-cycle planning
- Supplier sourcing & verification
- Sample testing & quality assurance

5 Strategic Brand Planning

- USP development, budget planning, profit margin analysis
- Customer service planning, growth projection modeling



Case Study & Results

Marketplace Expansion

USA 🇺🇸 UAE 🇦🇪 KSA 🇸🇦 Australia 🇦🇺

Product Journey

- Towel Rail (initial failure)
- Shilajit & Saffron (organic products)
- Kitchen products (Dish racks, etc.)
- Pet category products

Performance Metrics

- Revenue: \$70,000+ last year
- Reviews: 60+ organic reviews per account
- ACoS: Average 30%





Tools & Technology

Primary Tools

- Helium 10 – product & keyword research
- Jungle Scout – market insights
- Data Dive – trends & sales analysis
- Helium 10 Cerebro – competitor & keyword insights



Systems

- Advanced spreadsheets & internal tracking software





Team Structure

Team Size: 7 members

Departments

- 1. Product Hunting & Competitor Analysis
- 2. Product Sourcing
- 3. Listing Optimization & PPC Management
- 4. Customer Service
- 5. Strategy & Business Development

My Role

: Manager & Strategic Lead

- Launch planning
- Client communication
- Strategy & brand scaling



*Recent Account 2026

Proof & Metrics

Operational Metrics



Units Sold

***500+**



Product Sales

***over 15k+**



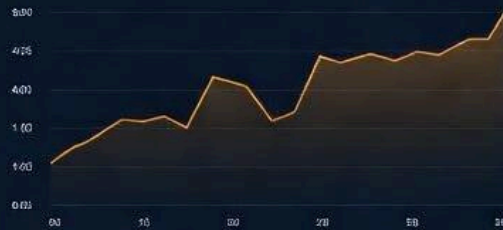
Ad Clicks

4,407



Ad Spend

\$10,804



STUDENT & CLIENT TESTIMONIALS

4.9 ★★★★★ AVERAGE RATING FROM VERIFIED GOOGLE REVIEWS & MENTORSHIP FEEDBACK ⓘ



Muhammad Farooq



Great knowledgeable videos on Facebook



Sibghatullah Asad



"I resumed my goal under Mr. Saqib's mentorship and successfully landed my first client."



Sajid Afridi



An inspiring and supportive mentor who truly brings out the best in others.



Abdul Manan



"A teacher who is **disciplined, hardworking,** and always looking to improve himself and his students."



Zeeshan Khan



Very professional and knowledgeable mentor. Helped me gain confidence in my Amazon business.

Add Review

Ready to build your Amazon success story? [Let's Connect]