A TikTok Shop Sales Strategy Case for Delwin Studio

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***Abstract*—This undergraduate case study examines TikTok Shop sales at Delwin Studio, a small fashion seller, and develops a plan for product videos, pricing, promotion, and livestreams. The report describes a channel that previously relied more heavily on Shopee and had uneven TikTok views and orders. After the described changes, the author reports more views, interactions, and direct TikTok orders; overall orders are said to rise by approximately 5%. The source does not include a reproducible before/after order table or a complete platform export to verify that percentage. It also states that conversion remains low and performance differs sharply among videos. This summary treats the reported change as a case observation rather than a measured causal effect. The work's main contribution is a documented sales plan for a small shop and an explicit assessment of the gap between views, purchases, and sustained performance.**

***Index Terms*—TikTok Shop, fashion retail, video commerce, sales strategy, conversion**

I. Introduction

Delwin Studio sells fashion products in a competitive online setting. The thesis examines its existing TikTok Shop activity and the role of video content, price, product selection, and promotions in moving viewers toward an order. Its goal is to develop a practical sales strategy and assess early results. The source distinguishes TikTok from Shopee, which remained an important sales channel, so a rise in total shop orders cannot automatically be assigned to TikTok. The case is a business analysis of one seller, not an experiment across shops [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The student reviews Delwin Studio's current channel, customer preferences, competitor conditions, and strengths and weaknesses. The proposed plan includes a more regular video schedule, product demonstrations, affordable items, livestreams, promotional bundles, and measures for views, engagement, orders, and conversion. A chapter compares the shop's activity before and after the strategy using narrative observations and platform screenshots. Targets stated in the plan, such as monthly order growth, are treated as goals rather than achieved results. The source does not specify a matched observation window, complete transaction export, or control group [1].

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III. Results

The report states that video views and engagement improved and that some orders began to originate directly from TikTok Shop. It describes overall order growth of about 5% compared with the previous stage, but gives no underlying counts in the reviewed result passage; the figure is therefore attributed to the author, not independently recalculated here. Lower-priced sleepwear is described as relatively popular, while the source also notes that many orders still came through Shopee. Conversion from video views to purchases remained limited, and results varied by video. The planned order and livestream targets were not established as consistently achieved outcomes [1].

IV. Discussion

The case suggests that short videos can make products more visible, but exposure and purchasing are different outcomes. Changes in content, price, promotion, and platform attention occurred together, making causal attribution impossible from the available material. The source notes competition, weak differentiation, unstable video performance, and modest conversion. A stronger evaluation would retain dated TikTok and Shopee exports, distinguish platform-specific orders, and compare equal periods with consistent spending and product availability. Earlier ICTU fashion e-commerce projects offer contextual parallels in product presentation and online sales, but they do not validate Delwin Studio's growth estimate [1].

V. Conclusion

The thesis presents a TikTok Shop sales plan and reports early improvement in visibility and order activity at Delwin Studio. It also identifies low, uneven conversion and continuing dependence on Shopee. More complete, platform-specific records are needed to verify the reported order change and assess whether the strategy produces durable sales gains [1].

References

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