E-Commerce Development at Kim Ngoc Tea Cooperative in Thai Nguyen

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***Abstract*—This undergraduate case study examines how Kim Ngoc Tea Cooperative developed sales and communication through Facebook, TikTok, and Shopee. The source describes a scheduled Facebook content plan, tea-product photography and storytelling, short videos and livestreams on TikTok, and the initial setup of a Shopee shop. It reports TikTok followers rising from about 7,300 to 8,683 and platform gross merchandise value from VND 4.4 million to 25.9 million across screenshots discussed in the thesis. The periods and underlying transaction exports are not sufficiently documented for an independent comparison, and another passage contains an apparent direction error in its video-view wording. This summary therefore treats the numbers as the author's reported snapshots, not as a causal estimate or audited revenue. The work shows the concrete steps and early difficulties of moving a local agricultural producer into multiple online channels.**

***Index Terms*—tea cooperative, e-commerce, TikTok, Shopee, Facebook marketing**

I. Introduction

The cooperative sells tea products and seeks broader access to customers beyond traditional local channels. The thesis studies the use of three platforms with distinct functions: Facebook for information and customer contact, TikTok for short video and livestream promotion, and Shopee as a product listing and order channel. It aims to describe implementation and early signals of activity while identifying the limits of staffing, content creation, and digital-store operations. The research concerns one cooperative and does not establish that the same approach will work for other producers [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 analyzes existing online activity and describes a revised Facebook posting calendar with product imagery, local tea stories, and customer-oriented content. For TikTok, the report documents regular short videos, livestream ideas, and adjustments to product images. For Shopee, it walks through seller registration, listing descriptions, product photographs, discounts, and promotional tools. The evaluation relies on platform screen captures and reported counts for followers, views, and sales indicators. The source does not provide a common observation window, raw transaction files, or a control channel for a rigorous before/after effect estimate [1].

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III. Results

The source describes a Facebook page with more varied, scheduled posts and a newly established Shopee storefront. Its TikTok section reports follower counts of approximately 7,300 and 8,683 at two points, gross merchandise value of VND 4.4 million and 25.9 million, and products sold of 30 and 140. These values are transcribed as reported platform snapshots; the source does not clearly align their periods or provide complete exports. Shopee was at an early stage and had limited sales. The Facebook results passages contain multiple view figures without a clear common denominator, so this summary does not combine them into a single growth estimate [1].

IV. Discussion

The three channels serve complementary tasks, but their reported changes cannot be assigned to a single action because product presentation, posting frequency, livestreaming, discounts, and platform setup changed together. The lack of synchronized dates and raw records limits comparison. The thesis notes that Shopee needs more reviews and traffic and that staff capacity and content quality constrain ongoing work. One source sentence says views decreased while displaying a larger second figure, which reinforces the need to reconcile screenshots and labels before using them as evidence of performance. Earlier ICTU tea-product and e-commerce projects supply relevant local context, not validation of these results [1].

V. Conclusion

The project documents a multi-platform e-commerce effort at Kim Ngoc Tea Cooperative and reports early activity on Facebook, TikTok, and Shopee. The source's platform snapshots suggest expanded reach, while their timing and underlying records remain insufficient for audited sales-growth claims. Continued work should preserve dated exports and compare matching periods for each channel [1].

References

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