A Proposed TikTok Sales Channel for Nam Van Store in Thai Nguyen

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***Abstract*—This undergraduate thesis develops a proposed TikTok sales-channel plan for Nam Van Store, a local fashion retailer in Thai Nguyen. The source reviews the store's existing offline and social-media activity, identifies limited online product presentation, and recommends a sequence of short product videos, a posting calendar, staged advertising, and coordination with the shop's Facebook and Zalo contacts. Its suggested videos include new arrivals, outfit combinations, customer feedback, and order packing. The report treats TikTok as a discovery channel, Facebook as a place for fuller product albums and returning-customer contact, and Zalo as a consultation and order-confirmation channel. These are proposed operations in the reviewed chapters. The source does not provide a completed TikTok campaign, platform analytics export, or measured order increase attributable to the plan. This summary therefore presents the research as a channel design and implementation proposal, not a proven sales intervention.**

***Index Terms*—TikTok Shop, fashion retail, sales-channel design, short video, omnichannel**

I. Introduction

Nam Van Store's physical location and existing customer base offer a starting point for online communication, but the thesis describes its digital product display and content planning as limited. The author asks how a small retailer could develop a TikTok presence without losing the personal contact already maintained through Facebook and Zalo. The scope is a practical sales-channel plan that matches content creation and advertising steps to the shop's resources. No multi-shop comparison or deployed outcome measurement is claimed [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 the store's products, existing customer-contact channels, and the functions of TikTok Shop and short video. The proposed plan prioritizes a recognizable account and product images, then a calendar for new arrivals, real-person outfit demonstrations, feedback, packaging, and selected promotions. Advertising is staged from awareness to questions and orders, with spending adjusted according to tracked signals. Facebook would retain detailed albums and previous customer relationships, while Zalo would support one-to-one advice about size, color, delivery, and payment. These steps are derived from the report's strategy chapters rather than from a documented controlled implementation [1].

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III. Results

The principal result is a structured channel proposal for the store. It specifies content formats, the role of TikTok relative to Facebook and Zalo, and indicators to monitor as the shop moves from views and follows to inquiries and orders. The source identifies an existing shop, varied fashion products, and a local customer base, while noting simple online presentation and constrained capacity. It does not report a completed TikTok campaign with reliable before/after views, conversions, sales, or profit. Accordingly, the suggested benefits remain expectations to be evaluated after implementation [1].

IV. Discussion

The plan's sequential logic is practical for a small shop: establish product information and consistent content before seeking sales at scale. Yet cross-platform handoff can lose customers unless inquiries and orders are recorded consistently. The thesis does not test whether its video concepts attract the intended audience, nor does it quantify advertising cost or customer acquisition. A future evaluation should date-stamp posts, capture platform and message analytics, identify the source of each order, and compare equal periods. Earlier ICTU fashion and online-sales projects provide local examples of product presentation and channel design, but they do not establish this proposal's performance [1].

V. Conclusion

The thesis proposes TikTok as a product-discovery and sales channel linked with Facebook and Zalo for Nam Van Store. Its contribution is a concrete content and workflow plan. Evidence of actual sales impact remains to be collected after the plan is deployed and measured [1].

References

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