# An eBay Print-on-Demand Sales Channel at Hoang Dung E-Commerce

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***Abstract*—This undergraduate thesis develops an eBay sales channel using print-on-demand at Hoang Dung E-Commerce Company in Thai Nguyen. The student studies niche selection, listing descriptions, search visibility, advertising, and the operating workflow for cross-border orders. The manuscript reports early growth in listing impressions, visits, and revenue, while identifying uneven performance across product themes and listings with views but weak conversion. It highlights fandom and concert merchandise as promising themes in the observed phase. The trial was short and the reviewed result passage does not provide a complete export that would support audited growth rates or long-term scalability. This summary reports the channel construction and author-observed signals without treating the early trend as proof of durable profitability.**

***Index Terms*—eBay, print on demand, cross-border e-commerce, listing optimization, niche selection**

## I. Introduction

Print-on-demand allows a seller to list designs before production, but success depends on product themes, marketplace search, fulfillment, and margins. The thesis asks how Hoang Dung E-Commerce can develop an eBay channel and learn from early listing performance. The study covers one seller and an initial operating period [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 print-on-demand practice and eBay operations, researches niches, creates and optimizes listings, and considers search keywords and advertising. The source compares product themes using early impressions, traffic, and order observations. It does not include a long-term cohort of listings, a complete cost and return ledger, or a matched advertising control. The analysis remains descriptive and operational [1].

## III. Results

The report states that the eBay shop reached an initial stable operating state and saw favorable trends in impressions, traffic, and revenue. Fandom, concert, and topical designs received particular attention. It also notes that some well-viewed listings did not convert proportionally and that performance differed among niches. Because the reviewed evidence is an early case account, no independent profit or growth percentage is calculated here [1].

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## IV. Discussion

Marketplace visibility is only the first step; order conversion, fees, production cost, delivery, and returns determine business value. The thesis's short trial and uneven niche results limit forecasts. A stronger evaluation would retain dated listing exports and compare conversion and margins by theme with a consistent advertising record. Earlier ICTU e-commerce projects provide local context for product presentation and order workflows [1].

## V. Conclusion

The thesis documents an initial eBay print-on-demand channel and identifies promising and weak listing patterns. It offers actionable work on niches, SEO, and advertising. Long-term conversion, margin, and scalability require a longer verified operating record [1].

## References

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