TikTok Shop Operations at Zadola Fashion in Thai Nguyen

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***Abstract*—This undergraduate thesis describes the use of TikTok Seller for product presentation, order handling, promotions, and business monitoring at Zadola Fashion in Thai Nguyen. Its main performance table gives four monthly revenue figures rising from VND 120 million to VND 210 million, with reported orders increasing from 320 to 610 and a conversion indicator from 2.5% to 4.2%. The table is inside the student manuscript, but the source does not attach the underlying seller exports, order ledger, accounting documents, or the denominator of the conversion indicator. Those numbers are therefore reported here as thesis-reported figures, not independently verified business results. The study's practical output is a walkthrough of the TikTok Seller process and a set of content, advertising, and operational recommendations. It cannot establish that TikTok alone caused the changes shown in the table.**

***Index Terms*—TikTok Shop, fashion retail, social commerce, seller analytics, order management**

I. Introduction

Social commerce joins short-video discovery to product listings and checkout. Small fashion retailers can use this channel to present items and manage orders, but claims of growth need transaction evidence and comparable periods. The thesis examines Zadola Fashion's use of TikTok Seller and asks how channel operations and promotion might support sales. It combines a platform workflow description with a four-month business table and recommendations for content and fulfillment [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 manuscript documents TikTok Seller interfaces for products, promotions, orders, delivery, financial records, and business analytics. It then describes a four-row monthly table of revenue, costs, profit, orders, and conversion percentages, followed by the author's interpretation. This summary transcribes only a few figures from that table and distinguishes them from platform or accounting records. The manuscript does not show dated exports for the four months, a pre-platform period, a comparison shop, or the number of visitors used to calculate conversion. Consequently the analysis is descriptive and does not identify a causal effect [1].

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III. Results

Table 4.1 reports revenue of VND 120, 150, 185, and 210 million across four successive months, with 320, 410, 520, and 610 orders. It lists costs of VND 80, 95, 110, and 120 million and corresponding profit of VND 40, 55, 75, and 90 million. The same table gives conversion figures of 2.5%, 3.1%, 3.8%, and 4.2%. These are internally consistent row totals, but they are not accompanied by the underlying invoices or seller analytics export. Beyond this table, the report outlines how a shop can manage listings, promotions, delivery, and performance indicators through TikTok Seller [1].

IV. Discussion

The thesis interprets its table as a positive channel trend and recommends structured content themes, customer reviews, advertising measurement, and more consistent order processing. The displayed figures support that the author described an increasing four-month sequence; they cannot verify real profit after returns and fees or attribute the trend to the platform. The report itself notes the importance of returns, cost per acquisition, and return on advertising spend, none of which is calculated from an auditable ledger. Future analysis should retain dated seller exports, separate organic and paid traffic, record refunds, and define the conversion denominator. Earlier ICTU fashion e-commerce projects are contextual precedents rather than benchmarks for Zadola's sales [1].

V. Conclusion

The project provides a TikTok Seller operations case and a four-month performance table for Zadola Fashion. Its numerical trend is manuscript-reported and needs source records before it can be treated as verified commercial performance or evidence of platform impact [1].

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