A TikTok Marketing-Mix Case for An Lanh Herbal Cooperative

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***Abstract*—This undergraduate thesis analyzes a TikTok marketing-mix strategy for An Lanh Herbal Cooperative in Phu Tho. Using the 7P framework, the student describes product presentation, pricing, TikTok Shop distribution, promotion, and customer care for natural and herbal products. The Vườn An Lành channel shows ingredients, harvesting, preparation, and hand production. The manuscript reports growth in views and interactions and initial TikTok Shop revenue, but says sales remain modest, viral reach is inconsistent, and content-production resources are limited. The reviewed result passage does not supply a complete transaction export or comparable observation periods. This summary therefore distinguishes early channel activity from a demonstrated improvement in business performance and records the cooperative's practical constraints.**

***Index Terms*—herbal cooperative, TikTok Shop, marketing mix, short video, social commerce**

I. Introduction

A small cooperative can use short video to show how products are made and connect viewers to an online shop. The thesis asks how An Lanh Herbal Cooperative can apply the marketing mix to its TikTok activity. Its setting is one producer with limited content resources and a developing social-commerce channel [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 applies the 7P marketing-mix lens to product, price, distribution, promotion, and service decisions. The case describes production videos filmed at the ingredient garden, TikTok Shop listings, and customer communication. It reviews channel and early sales observations reported in the thesis. It does not use a comparison cooperative or provide complete dated view and order exports for a controlled before-and-after estimate [1].

III. Results

The source describes active publication on the Vuon An Lanh channel, with videos about cultivation, harvesting, and manual production. It reports some increase in views and interactions and early TikTok Shop revenue. At the same time, the author identifies irregular viral performance, low revenue, constrained operating capacity, and uneven production quality. These are case-reported outcomes, without independently verified magnitudes or causal attribution [1].

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IV. Discussion

Authentic production footage can help explain a herbal product, but consistent branding, packaging, fulfillment, and customer service matter after discovery. Platform algorithms and small team capacity complicate sustained reach. A future review should retain comparable analytics windows, shop transactions, returns, and production effort. Earlier ICTU tea and online-sales studies offer local context for product storytelling and commerce operations [1].

V. Conclusion

The thesis documents an early TikTok marketing-mix effort at An Lanh Herbal Cooperative. It reports reach and first sales while acknowledging modest revenue and uneven content operations. The case supports practical development proposals; a measured net business effect remains unestablished [1].

References

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