A Facebook and TikTok Sales-Channel Case for Thu Van Tea

Phạm Thị Thu Văn
Thai Nguyen University of Information and Communication Technology
Thai Nguyen University, Thai Nguyen, Vietnam
student677@ictu.edu.vn

***Abstract*—This undergraduate project builds Facebook and TikTok Shop channels for a family tea brand, Thu Van Tea, in Thai Nguyen. The source documents fanpage setup, product posts, TikTok Seller registration, product listings, short videos, and initial customer interactions. Its results section reports approximately 2,200 Facebook content views and 155 interactions, alongside about 28,000 TikTok views, 683 profile views, 703 likes, and 97 comments in the shown platform snapshots. The report states that the channels received their first orders and customer reviews but that revenue remained low. The source does not clearly align the platform measurement periods or provide full order and revenue records. This summary therefore reports the displayed activity and early orders without converting percentages from very small baselines into robust growth claims. The contribution is a documented early-stage channel setup and assessment for a small tea seller.**

***Index Terms*—tea products, TikTok Shop, Facebook, social commerce, channel launch**

I. Introduction

Small tea producers can present their products and regional story directly to potential customers through social platforms. The thesis examines a family-run Thu Van Tea brand and develops a dual-channel plan: Facebook for product information, customer contact, and posts; TikTok Shop for short videos, product discovery, and direct purchase. It considers whether the new channels can attract attention and generate initial orders. The study documents an early implementation rather than a mature, independently measured sales operation [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 author creates a Facebook fanpage, prepares tea-product posts and images, registers a TikTok Seller account, adds product listings, and plans video content about the tea and its production. The source includes screenshots of the pages, published videos, platform analytics, and customer feedback. Results are described through view and interaction counts and narrative reports of first orders. The manuscript does not define a common period for both platforms or supply a complete order export, revenue ledger, or comparison group, so its numerical statements are treated as separate platform snapshots [1].

Supervisor: Lê Triệu Tuấn, Thai Nguyen University of Information and Communication Technology (lttuan@ictu.edu.vn).

III. Results

The Facebook results passage gives about 2,200 views, 155 content interactions, and three message contacts. The TikTok passage gives approximately 28,000 views, 683 profile visits, 703 likes, 97 comments, and eight shares. The report also shows customer reviews and says first orders occurred on both channels, while revenue was still modest. Those snapshots demonstrate that pages and listings were active and reached some viewers. They do not establish the number of distinct buyers, a comparable conversion rate, or a reliable revenue increase. Very large percentage changes quoted in the source appear to reflect tiny starting values and are not used here as evidence of durable growth [1].

IV. Discussion

The channel setup gives the tea seller a way to tell its product story and receive inquiries, but views are not equivalent to purchases. The source itself notes low message conversion, few orders, limited shares, and uneven content quality. Without dated, comparable exports, the separate platform counts cannot establish which content worked best or whether one channel contributed more sales. A next evaluation could track each product listing, link, message, order, and repeat purchase over a defined period. Earlier ICTU work on tea-product sites, online promotion, and multi-channel sales supplies related local context rather than a benchmark for this young brand [1].

V. Conclusion

The thesis documents the creation of Facebook and TikTok sales channels for Thu Van Tea and reports initial reach, interaction, reviews, and first orders. Revenue remained low in the source account. Longer, transaction-level measurement is needed before assessing sustained commercial performance [1].

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