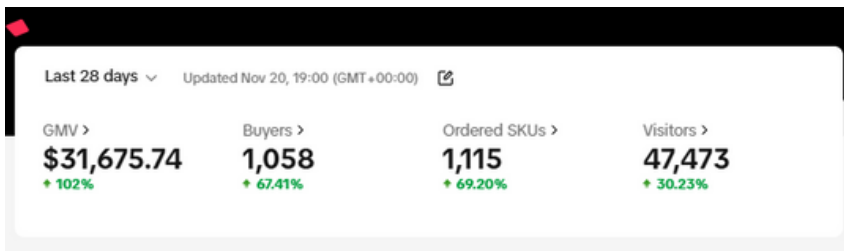


# CASE STUDY

## RUNNING A NEW USA TIKTOK STORE

### INTRODUCTION:

**Buy Fast Market place** is a new usa store, and our client is focused on ensuring its success with the guidance of experts. We have successfully earned the client's trust by implementing effective strategies and showcasing our previous work, which demonstrates our ability to deliver results and meet their goals.



This was a new store and with good health we have to run it very safely and we did it, and still doing it very well.

### CLIENT REQUIREMENTS:

- Client aims to operate their store with safety and success.
- Client plans to implement **dropshipping** as their business model.
- Client seeks to maintain optimal store health and ratings.
- Ensure compliance with TikTok Shop's policies and guidelines.
- Adhere to TikTok's rules regarding store health to avoid penalties or account suspension.
- Track sales, traffic, and engagement to evaluate performance.

# INITIAL STEPS TO RUN THIS STORE

## PRODUCT LISTING:

- we find best and safe selling products to run the store. The products that follow tiktok guidelines.
- we list it with all tiktok guidelines and list it in category that matches with the product.

The screenshot shows a product listing interface with a search bar and filters. Below the search bar, there are buttons for 'Selected: 0', 'Activate', 'Deactivate', 'Delete', 'Set affiliate commission', 'Set discount', and 'Set alert'. The main table lists products with the following columns: Product, SKU, Quantity, Retail Price, Listing quality, and Updated on. The table contains six rows of product listings.

Product	SKU	Quantity	Retail Price	Listing quality	Updated on
Upper Chestline Saddle For... Upper Chestline Saddle For... Upper Chestline Saddle For...	10382	17	\$25.99 Sale price: \$8.99	Good	09/21/2024 3:40 AM
New 2024 Road & Cycle... New 2024 Road & Cycle... New 2024 Road & Cycle...	10387	30	\$69.99 Sale price: \$24.99	Good	09/21/2024 3:39 AM
New 2024 Motor Cycles... New 2024 Motor Cycles... New 2024 Motor Cycles...	10384	28	\$249.99 Sale price: \$21.99	Good	09/21/2024 3:30 AM
New 2024 Road And Cycle... New 2024 Road And Cycle... New 2024 Road And Cycle...	10321	28	\$69.99 Sale price: \$21.99	Good	09/21/2024 3:29 AM
Staring Shoes Adults Cycling... Staring Shoes Adults Cycling... Staring Shoes Adults Cycling...	10193	29	\$59.99 Sale price: \$24.99	Good	09/21/2024 3:28 AM
Hot Road Cycling Shoes... Hot Road Cycling Shoes... Hot Road Cycling Shoes...	10352	30	\$249.99 Sale price: \$24.99	Good	09/21/2024 3:27 AM

## PROMOTION:

Next step is to adjust the promotion.

- i add products in flash deal , and give reasonable discount to gain sales.
- as it was a new store , we sell our products on breakeven.
- we adjust the promotion like that it gain no profit no loss as it was a startup of the store.

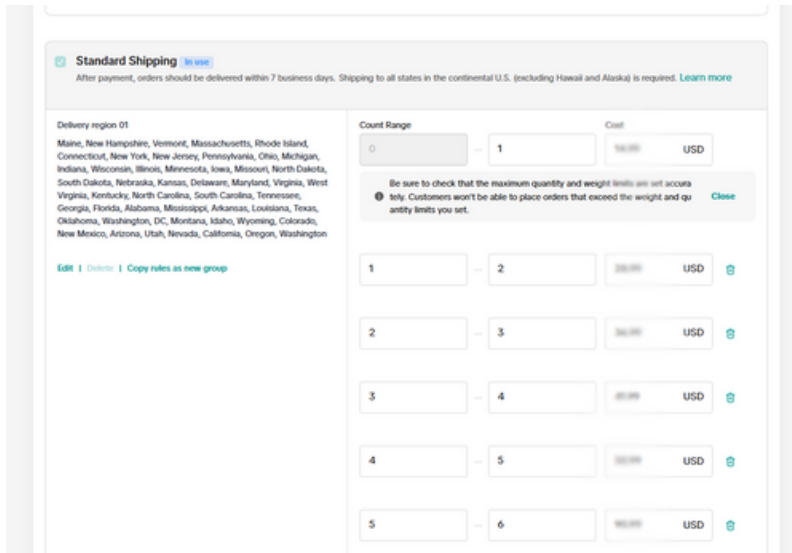
The screenshot shows a 'Promotions' management interface. At the top, there are links for 'Create a promotion' and 'Manage your promotions'. Below this is an 'Analytics' section for the period 'Oct 24, 2024 - Nov 20, 2024'. The analytics show GMV of \$29,768.79 (up 89.83%), Orders of 1061.00 (up 60.76%), and Customers of 998.00 (up 59.42%). Below the analytics, there are tabs for 'All Statuses', 'Ongoing: 2', 'Upcoming: 1', 'Deactivated', and 'Ended'. A search bar for 'All promotional tools' is present. The main table lists promotional tools with columns for Promotion name, Status, GMV, Start time (PST), End time (PST), and Action.

Promotion name	Status	GMV	Start time (PST)	End time (PST)	Action
	Deactivated				View
	Deactivated				View
	Deactivated				View

# SHIPPING TEMPLATE:

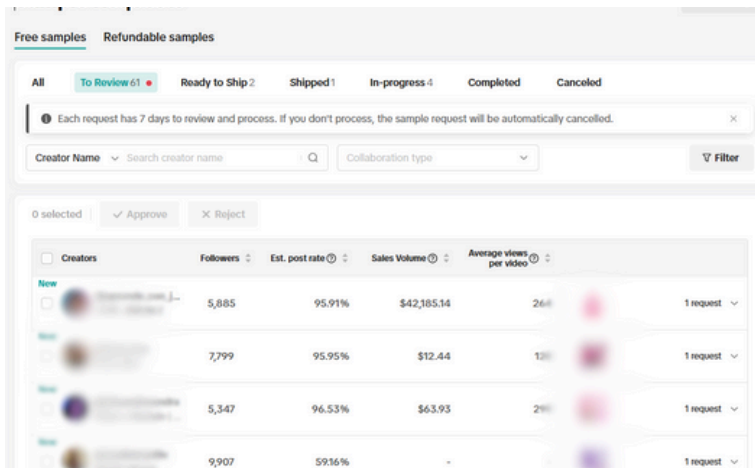
- **Free shipping:** some products i offered in free shipping .
- **paid shipping:** some products i offered in paid shipping .

**Why i did this ?** I adjusted product prices to balance low item costs with high shipping fees, making it more appealing to customers who are hesitant about extra charges on both low and high-cost items.



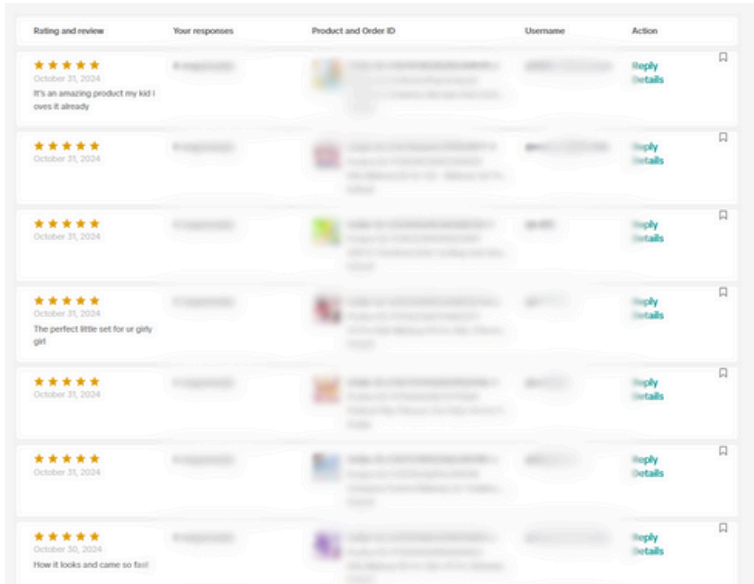
# AFFILIATORS:

- **Free Sample:** we offer free sample to creators, with commission.
- **Benefit:** the creator who want to promote our product send us free sample , make video and post it on tiktok within our product link , this bring more sales.



## PRODUCT RATING:

- This was a new store with no product rating , i ask the customer to share their feedback
- When the order got deliver i sent soft toned messages to the buyers, ask then to share their feedback for my small business.
- in this way i rank my store and now its with a good rating.



Rating and review	Your responses	Product and Order ID	Username	Action
★★★★★ October 31, 2024 It's an amazing product my kid loves it already	Respond	Product and Order ID	Username	Reply Details
★★★★★ October 31, 2024	Respond	Product and Order ID	Username	Reply Details
★★★★★ October 31, 2024	Respond	Product and Order ID	Username	Reply Details
★★★★★ October 31, 2024 The perfect little set for ur girl get	Respond	Product and Order ID	Username	Reply Details
★★★★★ October 31, 2024	Respond	Product and Order ID	Username	Reply Details
★★★★★ October 31, 2024	Respond	Product and Order ID	Username	Reply Details
★★★★★ October 30, 2024 How it looks and came so fast!	Respond	Product and Order ID	Username	Reply Details

## CLIENT SATISFICATION:

Now, my clients is fully satisfied with my work, clients store is in good health with remarkable rating, and always appreciate my work client want to work with me permanently and assign his other store to our company.