



Handbook

**GUIDE FOR WOMEN-OWNED SMALL AND MEDIUM
ENTERPRISES TO ENTER DOMESTIC AND
INTERNATIONAL MARKETS THROUGH E-COMMERCE**

Introduction

"E-commerce" is a prevalent business trend in today's digital era. There has been a significant shift from traditional in-person shopping to online transactions, facilitated by online platforms that serve as intermediaries, thus increasing the circulation of goods. Notably, fierce competition in pricing often makes online purchases far more cost-effective than traditional retail. Consequently, e-commerce has become a favored business approach for enterprises across various sectors including finance, banking, transportation, aviation, tourism, industry, and primarily consumer goods.

In Viet Nam, e-commerce is emerging as a highly promising field with impressive growth rates. According to a report by the Ministry of Industry and Trade, e-commerce revenue in 2023 reached a record high, growing more than 30% compared to the previous year. This indicates that Vietnamese consumers are increasingly favoring online shopping due to its convenience, time-saving benefits, and access to a wide array of products and services. E-commerce not only opens up new opportunities for large enterprises but is particularly vital for micro, small, and medium-sized enterprises (MSMEs), especially those owned by women. First and foremost, e-commerce can eliminate geographical barriers, allowing businesses to reach domestic and international customers without significant investment in physical infrastructure. Additionally, it provides modern tools and platforms that support the optimization of business processes, from inventory management and product marketing to customer service. Importantly, e-commerce offers more equitable opportunities for women in business. With access to online educational resources and technology, women can manage and grow their businesses without facing many traditional challenges such as lack of capital, lack of support networks, or gender discrimination in business. By engaging in e-commerce, women-owned MSMEs can utilize this opportunity to establish their presence and achieve sustainable growth.

ACKNOWLEDGEMENTS

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UN Women supports UN Member States as they set global standards for achieving gender equality and works with governments and civil society to design laws, policies, programmes and services needed to ensure that the standards are effectively implemented and truly benefit women and girls worldwide. In Vietnam, UN Women contributes to the development goals of Vietnam's Socio-Economic Development Plan and National Strategy on Gender Equality, focusing on supporting Vietnam in fulfilling its commitments to gender equality under the Convention on the Elimination of All Forms of Discrimination Against Women and the promises of the 2030 Agenda for Sustainable Development to "leave no one behind."

Vietnam has recently seen impressive developments in e-commerce, creating opportunities for micro, small, and medium-sized enterprises (MSMEs), especially those owned by women, to access potential markets and leverage digital technology and knowledge to expand business opportunities beyond national borders. To support women-owned businesses in maximizing e-commerce opportunities, we have collaborated with the Enterprise Development Agency of the Ministry of Planning and Investment to develop clear and accessible guidelines to enhance women's economic capabilities and autonomy in managing and growing their businesses in the digital economy. We aim to see more women-owned MSMEs using e-commerce as a platform and lever to economically develop and sustainably engage in both domestic and international markets.

E-COMMERCE HANDBOOK GUIDING SMALL AND MEDIUM ENTERPRISES OWNED BY WOMEN TO ENTER DOMESTIC AND INTERNATIONAL MARKETS THROUGH E-COMMERCE

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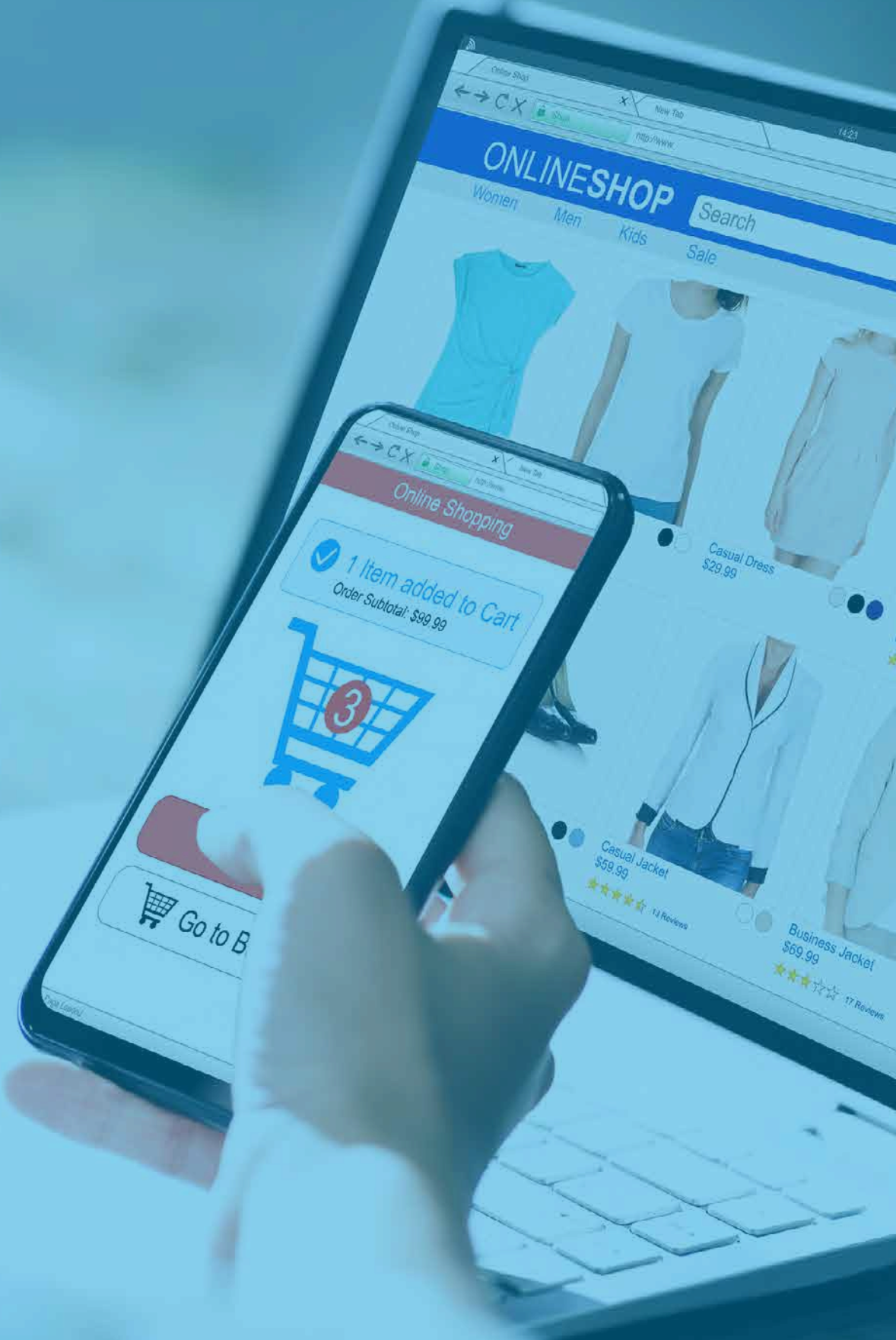
Vietnam Office

Address: 304 Kim Ma, Ba Dinh District, Hanoi, Vietnam

Tel: +84 24 3850 0100

Fax: +84 24 3726 5520

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ONLINESHOP

Women

Men

Kids

Sale

Search



Casual Dress
\$29.99



Casual Jacket
\$59.99

★★★★★ 13 Reviews



Business Jacket
\$69.99

★★★★★ 17 Reviews

Online Shopping

✓ 1 Item added to Cart
Order Subtotal: \$99.99



Go to B

Table of contents

List of abbreviations

Concepts and terms

1

E-commerce Overview

1. Concept of E-commerce?	14
2. Outstanding numbers on e-commerce	16
3. Challenges of e-commerce for women-owned businesses	17
4. Why do women-owned SMEs need to participate in e-commerce?	18
5. E-commerce trends	20
6. Types of e-commerce	21
7. Update policies to support SMEs on e-commerce	22
8. Domestic and international e-commerce platforms	23
8.1. Domestic e-commerce	26
8.2. International e-commerce	

2

Detailed instructions

I. Preparing to conquer the e-commerce market	32
1. Market research	32
1.1. Market analysis support tool (Free)	33
1.2. Market analysis support tools (Paid)	33
2. Identify competitors on e-commerce	35
2.1. Make a list of competitors on e-commerce platforms	35
2.2. Competitor analysis on e-commerce	35
2.3. SWOT analysis in e-commerce business of Enterprises	36
3. Target customer profile	37
4. Product optimization	38
5. Elevate your pricing strategy	39
5.1. Product pricing strategy on e-commerce	39
5.2. Applying psychological effects in product pricing	39
6. Choose the right e-commerce platform for your product	41

II. Steps to do effective business on social networks	43
1. Analyze customer behavior on social networks	44
2. Choose the right social media channel	45
3. Building and optimizing social networks	48
4. Create engaging content	49
5. Social Media Business Plan	53
6. Cross-platform assessment, measurement and integration	55
III. Steps to build a domestic e-commerce platform	57
1. Analyze customer and competitor behavior on e-commerce platforms	58
2. Make a business plan on e-commerce platform	59
3. Set up and operate e-commerce store	62
4. Build content, images and videos on e-commerce	64
5. Manage orders and operate e-commerce stores	71
6. Customer care on e-commerce	73
7. Livestream - The secret to successful sales on e-commerce	77
8. Affiliate Marketing - Expand your e-commerce business without limits	81
IV. Expanding business and operating international e-commerce platforms	
1. Business planning on e-commerce platform	86
2. Analysis of floor characteristics	87
3. Instructions for account registration and setup	90
4. Order and shipping management	90
5. Customer care on international e-commerce	93
6. Advertise and optimize your store, optimize international e-commerce business activities	94

3

Guidelines for organizing e-commerce activities for women-owned SMEs

I. E-commerce website for sales	98
1. Conditions for establishing an e-commerce website to sell products	98
2. Procedures for notifying e-commerce websites selling products	98
II. What is the process for registering a website providing e-commerce services?	101

4

Frequently Asked Questions	103
-----------------------------------	------------

5

Attached Appendix

Appendix 1: Instructions for setting up a Fanpage	
Appendix 2: Instructions for creating an Instagram page	
Appendix 3: Instructions for creating a Zalo OA account	
Appendix 4: Instructions for creating a YouTube channel	
Appendix 5: How to create a store on Shopee	
Appendix 6: How to create a TikTok, TikTok Shop account	
Appendix 7: Instructions for setting up a Lazada store	
Appendix 8: Instructions for setting up a Sendo store	
Appendix 9: Instructions for setting up a Tiki store	
Appendix 10: Instructions for setting up an Alibaba account	
Appendix 11: Instructions for registering an Amazon store account	
Appendix 12: Instructions for setting up an eBay store	

Purpose of the handbook

The E-Commerce Handbook is designed to support women-owned small and medium-sized enterprises (SMEs) to engage and exploit the potential of the e-commerce market. It is not only a guide, but also a source of inspiration and motivation, helping women entrepreneurs confidently do business and conquer domestic and international markets.

With this guide, businesses will:

- Master the knowledge and skills needed to succeed in e-commerce.
- Build and grow your online business effectively.
- Reach a larger market and increase revenue.
- Enhance competitive position and affirm the business brand.
- Contribute to promoting gender equality and women's empowerment in business.



With these contents, the Handbook is not only a companion but also a key to opening the door of opportunities for women-owned businesses in the digital age.

LIST OF ABBREVIATIONS

- SMEs (Small and Medium Enterprises): Businesses that employ a relatively small number of people, often in the range of 1-250 employees.
- E-Commerce: Buying and selling goods or services via the internet.
- Social Network: Platforms where users create profiles, share content, and interact with others, such as Facebook, Instagram, and LinkedIn.
- Online Store: Websites or apps where consumers can purchase goods directly from businesses.
- FMCG (Fast Moving Consumer Goods): Products that are sold quickly at relatively low cost, such as packaged foods and beverages.
- FBA (Fulfillment by Amazon): A service that manages warehousing, packing, and shipping for sellers on Amazon.
- SEO (Search Engine Optimization): The process of improving a website's visibility on search engines.
- COD (Cash On Delivery): A payment method where customers pay when they receive goods.
- B2C (Business to Customer): Transactions where businesses sell directly to individual consumers.
- B2B (Business to Business): Transactions between businesses, such as wholesalers and retailers.
- AI (Artificial Intelligence): Technology that enables machines to perform tasks that typically require human intelligence.
- KOLs (Key Opinion Leaders): Individuals with expertise and influence, respected by the public for their opinions.
- USP (Unique Selling Point): A distinctive feature of a product that sets it apart from competitors

CONCEPTS AND TERMS

- **Fanpage:** a page set up to represent an individual or organization on the social networking platform Facebook
- **Facebook Marketplace:** is a classifieds channel that helps sell all kinds of new and old products to all Facebook users who want to sell or liquidate products.
- **Zalo Official Account (Zalo OA):** is the official account of the business on Zalo
- **Chatbot:** A computer program that uses AI to chat and answer human questions automatically, often used in customer service or online support.
- **Livestream:** is a form of recording video on the phone and broadcasting live on social networks
- **Zalo Group:** Zalo chat group, The group is created for the purpose of many members needing to discuss a common issue.
- **Online Store:** Online stores are websites or mobile applications where consumers can shop for goods and services directly from businesses.
- **Social Commerce:** is the use of social networks to promote and sell goods and services.
- **Affiliate marketing:** is a form of advertising products or services of a supplier or manufacturer. It is a form of marketing to help promote the products and services of a business to others, and when others place an order, they will receive a commission from that business.
- **Influencer:** is an influencer, referring to people who have influence, create trends and have the ability to influence the thoughts, behaviors and decisions of a certain group of people or community.

PART 1

E-COMMERCE OVERVIEW



1. Concept of E-commerce?

E-commerce is a trend in the era of globalization, offering a promising field for small and medium-sized enterprises (SMEs) to generate profits and grow. In particular, e-commerce also provides a significant opportunity for women-owned businesses to start up and operate under a new business model.



Misconception

E-commerce only includes activities on platforms such as Shopee, Lazada, Amazon,...

Truth

E-commerce describes all buying and selling activities and exchanges of goods that take place in an online environment (eg: Social networks, websites, e-commerce platforms,...).



The Covid-19 pandemic has caused many difficulties for economic sectors globally, but it has also brought opportunities for businesses operating on e-commerce, as e-commerce has become the only way for consumers to access essential needs during the period of social distancing.

Advantages of e-commerce

E-commerce is expected to reach \$25 billion in revenue by 2025, promising to bring many opportunities, helping businesses and individuals optimize business operations, expand markets and increase profits.

According to the Southeast Asia E-commerce Report 2020 by Google, Temasek and Bain&Company

Access to a large market



No geographical restrictions: Global customer reach, 24/7.
Growth potential: The e-commerce market is growing with a continuously increasing number of users, especially in areas where the Internet is popular.

Low cost of doing business



Reduced space costs: No need to rent a physical store, just invest in an online store.
Save on labor costs: Automation tools reduce the need for human resources for order management, warehousing, and customer service.

Enhance customer experience



Diverse payment methods: Integrated online payment via card, e-wallet or COD (cash on delivery).
Personalized approach: Easily collect data and analyze customer behavior to make relevant shopping suggestions.

2. OUTSTANDING NUMBERS ON E-COMMERCE



71,2 trillion dong

Total sales across 5 online retail platforms

+ 78.69% compared to

Q1/2023



766,7 million units of product

Total number of products successfully delivered on 5 online retail platforms

+ 83.21% compared to Q1/2023



510,5 thousand shops

Total number of shops with orders on 5 online retail platforms

+ 9,22% vs Q1/2023



13,1 million products sold

Total number of products successfully sold on 5 online retail platforms

+ 10,36% vs Q1/2023

• Statistics from: 01/01/2024 – 31/03/2024.

• This report analyzes data on 5 online retail platforms Shopee, Lazada, Tiki, Sendo, TikTok Shop.

• All aggregated data has been filtered out of fake orders and gift products.

• Source of evidence



Benefits of e-commerce

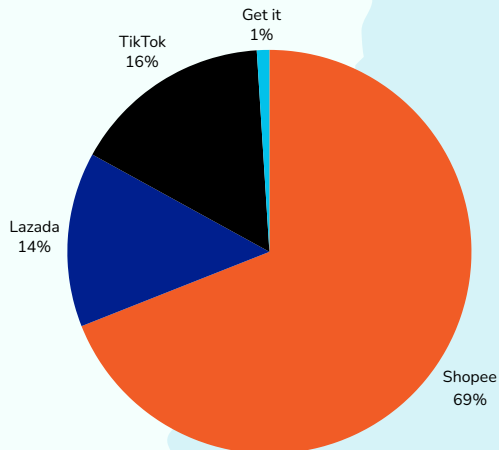
Support to reduce operating costs

Collect detailed information about customer data

Reach new customers

Optimize sales activities

Revenue of 5 e-commerce platforms in the third quarter of 2023



Source: YouNet



3. Challenges of e-commerce for women-owned businesses

Fierce competition

The Vietnamese e-commerce market is increasingly saturated with the participation of many large enterprises with strong resources and methodical marketing strategies. In addition, in Vietnamese society, there are still gender stereotypes that women are not as good at business as men. This makes it difficult for women-owned enterprises to attract customers and partners.

Participate in online activities

For many female entrepreneurs, getting started online can be a challenge. They may have to learn from scratch about technology, website management, and other aspects of e-commerce to be successful.



20.2

hours/week

is the average amount of time women spend doing housework for their families

Capital mobilization and financial management

Raising capital and managing finances is one of the biggest challenges. Female entrepreneurs must seek investment capital and know how to consider it to maintain online business operations.

Time management and family

Many Vietnamese women still shoulder the majority of family care responsibilities, leaving them little time to focus on developing their businesses. Balancing time between online business and family time can be a challenge for female entrepreneurs.

4. Why do women-owned SMEs need to engage in e-commerce?



Improve management capacity:

Participating in e-commerce helps women-owned SMEs access new technologies, improve management skills and operate businesses more effectively.



Create more jobs:

E-commerce helps women-owned SMEs create more job opportunities, contributing to promoting gender equality and socio-economic development.



Startup Support:

E-commerce provides a platform and opportunity for women to start businesses with less capital and lower risks than traditional business models.



Flexible time

E-commerce helps women-owned SMEs flexibly adjust working hours to suit business needs in the e-commerce environment.



Expanding export opportunities:

E-commerce helps women-owned SMEs bring products to international markets, increase exports and grow revenue.

5. E-commerce trends

Digital advertising race



As consumers shift their focus to online shopping, businesses are also stepping up their game. This has made “the advertising arena more competitive and necessary than ever.”

Strengthen customer relationships



E-commerce sites in the coming time tend to build closer relationships with consumers, thereby promoting their shopping behavior.

Leveraging strengths through consolidation



Mergers and acquisitions, especially between companies with complementary strengths, allow e-commerce sites to expand market share while leveraging infrastructure, financial and human resources.

Diversified shopping channels



The goal is to create a seamless shopping experience for customers, regardless of which channel they shop through. Customers can easily switch between different sales channels without any friction.

Cross Border



The process of buying and selling goods and services over the Internet between different countries. This allows consumers and businesses to conduct online transactions internationally.

6. Types of e-commerce

The B2B model can be applied to many industries, from manufacturing to services, and can be implemented in both large and small businesses, as seen in Alibaba.

B2C is commonly found in online retail stores like Amazon or Lazada. B2C focuses on providing an easy and convenient shopping experience for consumers.



Online Store



Social Commerce

For example, Sony Store Online Vietnam offers electronic products through their website. Consumers can more easily compare prices and products in a centralized space with electronic catalogs.

Social media platforms like Facebook, Instagram, and TikTok allow businesses to interact directly with customers, creating effective marketing opportunities and boosting sales.

7. Policies to support businesses in e-commerce

Time of issue	Decree of guidance	Validity status	Text above
05/12/2014	Circular No. 47/2014/TT-BCT regulating the management of e-commerce websites (replacing Circular No. 12/2013/TT-BCT regulating procedures for notification, registration and publication of information related to e-commerce websites)	Partially expired	Decree No. 52/2013/ND-CP Decree
31/12/2014	Circular 46/2014/TT-NHNN providing guidance on non-cash payment services		Decree No. 101/2012/ Decree
06/6/2016	Circular 04/2016/TT-BCT amending and supplementing a number of Circulars of the Minister of Industry and Trade on administrative procedures in the fields of e-commerce, chemicals, alcohol production and trading, franchising, goods trading activities through commodity exchanges, energy, food safety and electricity	Partially expired	
29/09/2021	Circular 80/2021/TT-BTC guiding the implementation of a number of articles of the Law on Tax Administration and Decree No. 126/2020/ND-CP dated October 19, 2020 of the Government detailing a number of articles of the Law on Tax Administration	01/01/2022	Decree 126/2020/ Decree
15/11/2021	Circular 100/2021/TT-BTC amends and supplements a number of articles of Circular No. 40/2021/TT-BTC dated June 1, 2021 of the Minister of Finance guiding value added tax, personal income tax and tax management for business households and business individuals.	01/01/2022	
08/12/2021	Circular 21/2021/TT-BTTTT amending and supplementing a number of articles of Circular No. 24/2015/TT-BTTTT dated August 18, 2015 of the Ministry of Information and Communications on management and use of Internet resources	07/02/2022	Decree No. 72/2013/ND-CP Decree
18/01/2022	Circular 01/2022/TT-BCT amends and supplements a number of articles of Circular No. 47/2014/TT-BCT dated December 5, 2014 of the Ministry of Industry and Trade regulating the management of e-commerce websites and Circular No. 59/2015/TT-BCT dated December 31, 2015 of the Ministry of Industry and Trade regulating the management of e-commerce activities via applications on mobile devices.	08/03/2022	Decree No. 52/2013/ND-CP Decree
26/08/2021	Article 22: Contents of support for small and medium-sized enterprises to start innovative businesses 6. Support for information, communication, trade promotion, and connection to creative startup networks b) Support up to 50% of the contract value for consulting on successful registration of accounts to sell products and services on international e-commerce platforms, but not exceeding 100 million VND/contract/year/enterprise; c) Support up to 50% of the cost of maintaining accounts on domestic and international e-commerce platforms but not exceeding 50 million VND/year/enterprise and not exceeding 02 years from the time the enterprise successfully registers an account on the e-commerce platform; Article 25. Contents of support for small and medium enterprises to participate in industry clusters and value chains 3. Support information, brand development, connection and market expansion Support up to 50% of the contract value for consulting on successfully registering an account to sell products and services on international e-commerce platforms but not exceeding 100 million VND/contract/year/enterprise; d) Support up to 50% of the cost of maintaining accounts on domestic and international e-commerce platforms but not exceeding 50 million VND/year/enterprise and not exceeding 02 years from the time the enterprise successfully registers an account on the international e-commerce platform;	Still valid	Decree 80/2021/ND-CP

8. Introduction to Domestic and International E-Commerce



8.1. Domestic e-commerce

E-commerce in Vietnam is growing strongly, especially with the Social Commerce model. This model combines social networking platforms such as Facebook, Zalo, TikTok, YouTube, Instagram and e-commerce to create a more interactive and connected shopping experience for customers. Social Commerce helps consumers access products easily, through sharing, interaction and referrals from people in their social networks.

In addition, major e-commerce platforms in Vietnam such as Shopee, Tiki, Lazada, Sendo and TikTok Shop also play an important role in the development of e-commerce. These platforms provide a variety of products and services, helping consumers easily compare prices and quality, while supporting businesses to access large markets quickly and effectively.

	E-commerce	Social E-commerce
Scope	<ul style="list-style-type: none"> Includes all online business activities, not just limited to social media E-commerce includes many channels such as social networks, websites, apps, e-commerce platforms, etc. 	<ul style="list-style-type: none"> Focus solely on leveraging the power of social media to reach and engage customers Create a more connected shopping experience for customers
Foundation		
Shopping experience	<ul style="list-style-type: none"> Focus on providing a convenient shopping experience. Customers can browse products, compare prices, pay online. 	<ul style="list-style-type: none"> Focus on creating an interactive and connected shopping experience. Customers can refer to information, product reviews from articles, advertisements or social media store pages.

Examples of Social E-commerce Platforms

Facebook

Groups, fanpages, and Facebook Marketplace are effective content on Facebook. Businesses can post products, images, videos, livestream sales, and interact with customers directly.

Zalo

Zalo OA, Zalo Group is popular content on Zalo. Businesses can create Zalo OA to sell products, support customers and create communities on Zalo Group.

TikTok

Short videos and live sales are popular on TikTok. Businesses can create engaging videos, live sell products directly and interact with customers through comments.

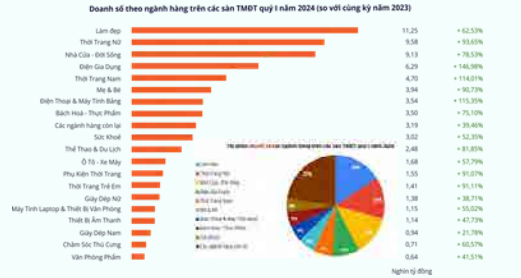
YouTube

Product introduction videos (reviews), live sales, are effective content on YouTube. Businesses can build YouTube channels to promote products, live sales and attract potential customers.

Instagram

Images, sales stories, and livestreams are popular on Instagram. Businesses can post beautiful product images, attractive sales stories, and interact with customers via livestream.

Vietnam's e-commerce market is growing rapidly with fierce competition between major platforms such as Shopee, Lazada, Tiki, TikTok Shop and Sendo. Each platform has its own strategy to attract consumers, contributing to promoting diversity and convenience for online shopping in Vietnam.



Market share report of e-commerce platforms Source: Younet ECI



As of Q3/2024, Shopee is still leading the market with diverse products, attractive promotions and a comprehensive ecosystem, bringing convenience to consumers.



TikTok Shop

TikTok Shop is a new name in the Vietnamese e-commerce industry, but is leading in growth rate due to being directly integrated into the TikTok social networking platform. TikTok Shop allows sellers to directly introduce and sell products through short videos and livestreams.



The platform belongs to Alibaba, stands out with its big promotions and product quality, attracting many prestigious brands.



Prestigious with product quality, fast delivery (TikiNOW), genuine commitment and easy return service.



Sendo is an e-commerce platform developed by FPT, focusing on the needs of consumers in areas outside big cities with good priced products and a wide delivery network.

8.2. International E-commerce

International e-commerce is the process of buying and selling goods and services over the Internet, across national boundaries.

It is an important part of the modern global economy, helping businesses reach larger markets and providing consumers with more choice. Large e-commerce platforms such as Amazon, Alibaba, and eBay... have contributed to shaping and promoting the development of this market.

International e-commerce brings many benefits such as reducing operating costs, expanding markets, and facilitating access to information and products. At the same time, it also poses challenges such as transportation issues, tariffs, and different legal regulations between countries.





Amazon

- Established: 1994, USA
- Business model: B2C (Business-to-Consumer), C2C (Consumer-to-Consumer), và B2B (Business-to-Business), D2C (Direct-to-Consumer), F2C(Factory to Customer)



STRENGTHS

- Strong brand
- Customer diversity orientation
- Provide a variety of product lines
- Sell online globally
- Superior distribution and logistics system



WEAKNESS

- Fierce competition with retailers worldwide
- Operating costs are higher than domestic e-commerce

- Products/Services: Amazon started as an online bookstore and has expanded to millions of products in over 31 different categories, from electronics, clothing, to food, fashion,...

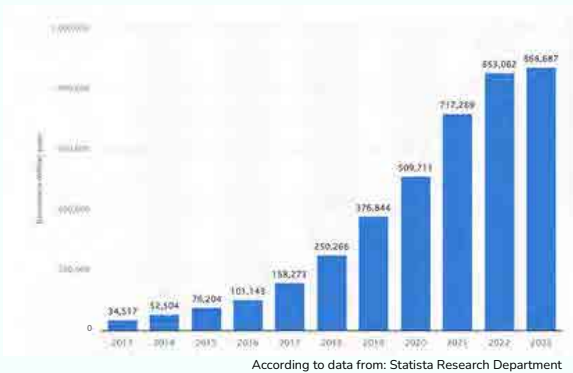




Alibaba

- Established: 1999, China
- Business model: B2B primarily

- Products/Services: Alibaba primarily operates through platforms such as Alibaba.com (B2B), Taobao and Tmall (B2C and C2C), offering everything from manufacturing materials to consumer products.



In the fiscal year ended March 31, 2023, Chinese e-commerce giant Alibaba Group recorded total revenue of approximately 868.69 billion yuan. This is equivalent to approximately 12.649 billion US dollars.



STRENGTHS

- Huge traffic source, every month there are up to 188.5 million people visiting the site to find wholesale sources.
- Suppliers are open to trade and can order in large or small quantities at will.
- Diverse and rich product range
- Supported by many policies for better sales.



WEAKNESS

- Face regulations and legal barriers in many countries.
- Many times the seller has to ensure the quality of the product himself.



Ebay

- Established: 1995, USA
- Business model: C2C and B2C

- Products/Services: eBay is the world's largest e-commerce platform - where buyers and sellers meet and trade almost any item.
- eBay started as a place to trade collectibles and hard-to-find items. It has since evolved into an e-commerce platform where users can find anything from cell phones and DVDs to clothes, collectibles and cars.



STRENGTHS

- Active and loyal user community.
- Unique auction model.
- Wide variety of goods, especially rare and collectible items.



WEAKNESS

- The auction model is not suitable for all types of products.
- The issue of seller reputation and reliability.

PART 2

DETAILED INSTRUCTIONS

Women-owned SMEs
participate in e-commerce



I. Preparing to conquer the e-commerce market

1. Market research
2. Identify competitors on e-commerce
3. Draw a portrait of your target customer
4. Product Optimization
5. Elevate your pricing strategy
6. Choosing the right e-commerce platform

1. Market research

1.1. Market analysis support tool (free)

Google Trends



Google Trends

Track search trends, grasp market demand, help businesses understand users' interest in products/services.

SimilarWeb

SimilarWeb

Analyzing website traffic, traffic sources, and traffic locations helps businesses identify potential traffic sources and improve online marketing strategies.



facebook

Audience Insights

Facebook

Audience Insights

Analyze potential customers on Facebook based on behavior, interests, and demographics to help businesses create more effective targeted advertising campaigns.



Google Analytics

Google Analytics

Helps analyze traffic, user behavior and website performance, optimize user experience, to improve website content.



Hootsuite

Hootsuite

Effectively managing social media accounts, scheduling posts, tracking interactions, and analyzing the effectiveness of social media marketing campaigns helps businesses save time when managing multi-channel content.

1.2. Market analysis support tools (Paid)

Metrics Metric is a Big Data analysis platform specializing in e-commerce, supporting businesses, brands and sellers to exploit and research data from platforms such as Shopee, Lazada, Tiki, TikTok Shop and Sendo. With the ability to create market analysis reports in just 30 seconds, Metric helps businesses build strategies, plan and execute 5 times faster. In terms of cost, Metric offers diverse service packages to suit the needs of each business, the Standard package charges for a limited number of analyses and a fixed analysis period, the Advanced and Premium packages range from 18 million/year to 27 million/year.

Kalodata As a comprehensive solution to support sellers to do business effectively on Tiktok, Kalodata not only provides information about the industry market, competitors' sales strategies, but also updates key factors for effective business by listing popular products on the market, suggesting suitable sales videos and selecting data to analyze advertising, thereby supporting sellers to build advertising content through successful lessons of competitors. Kalodata's cost is 549,000/month.

Shoplus Shoplus helps businesses find their niche with hourly updated data on TikTok sales, so that businesses can find products with maximum profit potential and build their product strategy more effectively. The cost for businesses to use the Shoplus tool is \$49, equivalent to about VND 1,150,000/month. The annual package is cheaper, \$14, equivalent to about VND 330,000/month.



It is recommended to use a combination of free and paid tools to get the most comprehensive and accurate analysis results.

Market knowledge, data analysis skills and experience using tools are required to maximize the effectiveness of these tools.

- The cost of tools may vary depending on the time and type of service package selected.

2. Identify competitors on e-commerce

In the volatile and fiercely competitive e-commerce market, understanding the strengths and weaknesses of yourself and your competitors is the key for businesses to position their brands and build effective business strategies.

2.1. Make a list of competitors on e-commerce

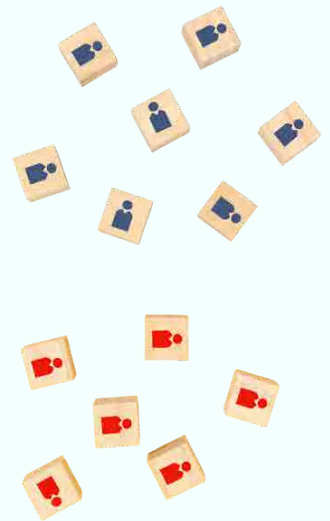
a. Direct competitors include:

- Businesses with similar products/services
- Direct competitors often appear on the same e-commerce platforms such as Shopee, Lazada, Tiki, Sendo, or on their own sales websites...
- They have the same target audience, such as age, gender, interests, and shopping behavior.

b. Indirect competitors:

Businesses that do not sell identical products, but offer products that are substitutes or that meet similar customer needs.

- **For example**, if a business sells soursop tea, then an indirect competitor could be a business selling fruit tea. Even more indirect competitors could be a business selling coffee because both tea and coffee have the same purpose of being used as daily drinks.



2.2. Competitor analysis on e-commerce

To analyze competitors' strengths and weaknesses, businesses can monitor the following activities of competitors:

- **Products/Services:** Observe new products, promotions, product quality, and customer service that competitors are implementing.
- **Marketing:** Learn the advertising strategies, media content, images, and videos that competitors use to promote their products.
- **Customers:** Track customer reviews and comments about competitors, how they provide after-sales service and handle complaints.
- **Logistics:** Look at product packaging, shipping services, and delivery costs to understand your competitors' strengths and weaknesses in distributing goods.

2.3. SWOT analysis in e-commerce business of Enterprises

SWOT analysis helps businesses comprehensively evaluate internal and external factors, thereby building effective development strategies in the market.

- **Strengths:** The advantages that give a business an advantage in the marketplace, such as a unique product, a dedicated team of employees, or an extensive distribution network.
- **Weaknesses:** Factors that weaken competitiveness, such as financial constraints or lack of marketing channels.
- **Opportunities:** External factors that businesses can take advantage of to grow, such as consumer trends towards green and sustainable products.
- **Threats:** External risk factors that can affect a business, such as intense competition from major rivals, changes in legislation or consumer behavior.

S

Traditional products, typical flavors of Hue. Manual production process ensures quality and preserves traditional values. Has prestige and brand recognition with Hue specialty products.

W

Small scale, limited production output. There is no widespread distribution system on major e-commerce channels.

Increasing demand for traditional foods and regional specialties. Opportunity to expand market through online sales channels and e-commerce.

O

T

Compete with larger competitors and substitute products in the market. Risks in raw material supply due to dependence on seasons

Example of SWOT analysis of a brand

3. Draw a portrait of your target customer

TARGET CUSTOMER PORTRAIT ANALYSIS

Understanding the profile of target customers is a core factor that helps businesses build appropriate strategies and optimize business efficiency. Below are the steps to identify and analyze target customers for e-commerce businesses.

3.1. Identify customer portraits using the 5W1H formula

What - What do customers need?

- Who - Who are the customers? (Age, gender, occupation, location)
- Why - Why do customers need the product?
- When - When do customers buy?
- Where - Where do customers buy?
- How - How do customers buy?

3.2. Combine qualitative and quantitative information in analyzing target customer portraits. For example:

Quantitative information: Survey data shows that 80% of customers are interested in traditional specialty products with clear origins and appreciate the convenience of online shopping.

Qualitative information: Analyze customer feedback and reviews to better understand their wants and expectations.



SAMPLE CUSTOMER PORTRAIT

Interest

- Shop for handmade products, enjoy experiencing regional cultures and use environmentally friendly products

Problem encountered

- Lack of knowledge about cosmetics
- Can't afford high priced products
- No time to shop in person

Preferred media channels

- Social network
- Outdoor advertising
- Word of mouth

Consumer behavior

- Simple, easy to understand information
- Affordable price
- Good quality

PHAM HA NGAN
30 years old, office worker, living in Ho Chi Minh City

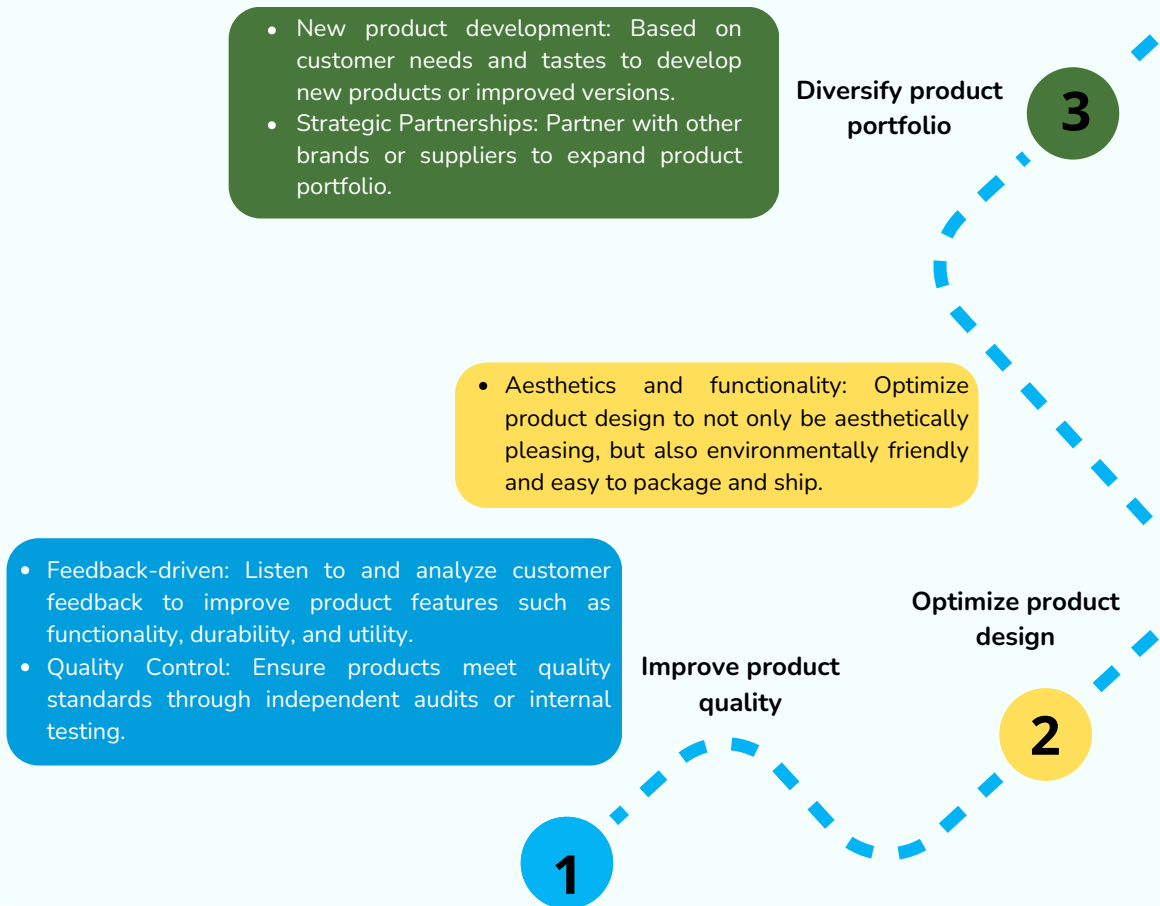
4. Product Optimization

Upgrade products to conquer the e-commerce market

Through market analysis and competitor analysis, businesses have a clear picture of customer needs, market trends and competitive position of the product. This is the key moment to implement product optimization strategies, increase competitiveness and affirm their position in the potential e-commerce market.

The product optimization process is divided into 5 stages as follows:

Product optimization process



5

Clear business information

- The packaging can be printed with the company name and logo to differentiate and enhance customer experience.
- Thank you letter, asking for feedback on product quality and suggestions for improvement.

4

Branding packaging

- Transparency: Provide complete product information, including ingredients, instructions for use, and origin.
- Professional: Label design must be professional and consistent with the brand, helping to create a good impression on customers.

5. Elevate your pricing strategy

- Determine the core value that the product brings to customers, thereby offering a suitable and competitive price while still ensuring profits for the business.
- Carefully research the selling prices of similar products from competitors, combined with an analysis of production costs, to come up with a reasonable price.
- Apply flexible pricing strategies such as introductory prices, promotional prices, combo prices, etc. to attract customers and boost sales.
- Monitor the effectiveness of pricing strategies and make timely adjustments to optimize profits.

5.1 Product pricing strategy on e-commerce

Pricing Strategy	Define	How to do it	Note
Based on cost	Product price is based on the profit the seller wants to make.	Add all product costs (including desired profit margin) together.	Regular price adjustments are needed for optimization.
At competitive prices	Research your competitors' prices across platforms.	The product selling price is the average price from all the low and high prices of the competitors. Potential Profit = Average Price - Shop Costs.	Avoid selling below average.
Value Based (Consumer)	Based on the perceived value of the buyer for the product or service. Shopee is based on the Unique Selling Point (USP) that the Business wants to provide to the buyer through the product.	Unique selling price = Average competitor price + USP value. Potential Profit = Unique Selling Price - Business Costs. For example, if the product is herbal tea, the USP is that the ingredients are all organic and preservative-free, the price can be higher than the competition due to the quality value.	Must identify and promote the Business's Unique Selling Point (USP) to buyers.
Dynamic pricing	Is price flexibility, based on the law of Supply and Demand. Sellers set optimal selling prices to respond to fluctuations in demand and competitive markets.	If competition increases, lower prices to attract Buyers. If your competitors are out of stock and demand is high, raise your prices.	Pay attention to the market and competitors to adjust prices appropriately.
By product combo	Suitable for Businesses selling on a highly competitive third-party platform like Shopee.	Combine complementary products to create combos at promotional prices.	An effective strategy to attract buyers is if the products in the combo are mutually supportive.
Loss valuation	Attracting buyers with some low-priced products entices customers to buy more of the business's other products with higher profits.	Identify the right product, determine the loss price, the right time, along with an effective promotion strategy For example: Discount body wash by 50% for a week to attract customers to come into the store and buy more shampoo at regular price.	Loss pricing is not a long term strategy.
Skimming valuation	A business strategy in which a company sells new products at high prices as soon as they are launched in the market to take advantage of high customer demand and quickly recover investment capital. This strategy is often applied to products that are technologically advanced, unique, or have a strong brand.	Focus on communicating new products of strong brands, good control of distribution channels and customer service For example, Apple prices new iPhones high when they first launch to capitalize on fan enthusiasm and high demand.	Need to take advantage of Buyers' psychology of liking new things and fear of missing out

5.2. Applying psychological effects in product pricing

Anchoring effect



The first price a buyer receives will determine how they feel about subsequent prices of the product.

Anchor the first digit price

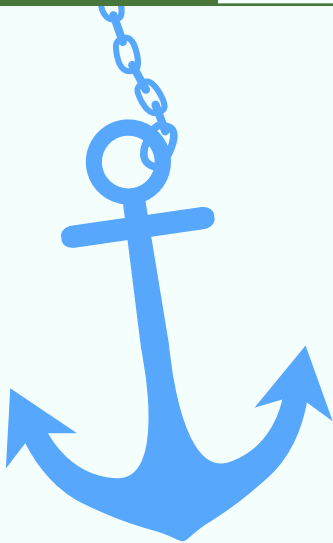
Sellers should take advantage of the first number of the price to create an imbalance effect (from 220,000 VND to 190,000 VND) when planning promotional prices for the product.

Price rounding effect

Buyers tend to round up prices, bringing the price to a nearby boundary.

Price-quality method

Buyers consider price as a criterion for evaluation. High value means good quality, low value means poor quality.

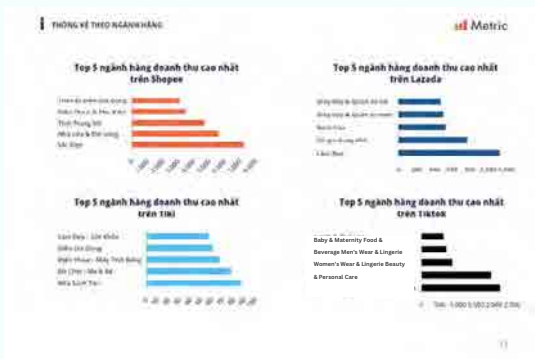


6. Choose the right e-commerce platform

Choosing the right e-commerce platform depends not only on the type of product but also on operating costs, shipping capabilities, and seller support features. Businesses should base their decision on their target audience, costs, and the unique features of each platform.

6.1 Domestic e-commerce platform

Popular platforms: Shopee, Tiki, Lazada, Sendo, TikTok Shop



According to Metric's industry statistics, products with fast domestic consumption demand such as specialty foods, household goods, cosmetics, and fashion are suitable for Vietnamese consumers. (See image on the side for details).

Low operating costs: Businesses can take advantage of shipping and warehousing support from domestic e-commerce platforms.

Effective advertising: Platforms such as Shopee, Lazada, TikTok shop, Tiki have big promotions, super sales, and subsidies to help businesses reach customers more easily.

Social media platforms such as Facebook, Zalo, Instagram and Youtube are not only communication tools but also effective sales channels, helping businesses easily reach customers and optimize advertising costs, especially without having to pay commissions to the platform. However, the limitation of these channels is the lack of features such as price comparison, adding products to cart, and direct payment, leading to purchase conversion rates that are often lower than those of specialized e-commerce platforms.

6.2 International e-commerce platform

Popular platforms: Amazon, eBay, Alibaba, Etsy.

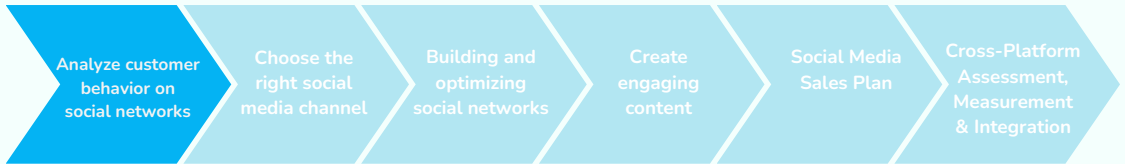
- **Products with cultural or unique value:** For products such as handicrafts and regional specialties, choosing an international e-commerce platform helps businesses reach international customers and increase brand value.
- **Legal and logistical readiness:** If a business is capable of handling the export process, meeting international shipping and legal requirements, platforms like Amazon or Etsy will help expand the market.



II. Effective business steps on Social Networks

1. Analyze customer behavior on social networks
2. Choose the right platform channel
3. Building and optimizing social networks
4. Create engaging content
5. Social Media Business Plan
6. Cross-platform assessment, measurement and integration





1. Analyze customer behavior on social networks

To do business effectively on social networking platforms, the first thing is to clearly understand the target customers and the market that the business is aiming for. The detailed analysis methods outlined in the previous section (Section 1,2) include competitor analysis, customer needs, and the use of data analysis tools. These methods can be flexibly applied to social media platforms to come up with the most effective strategy. Therefore, businesses need to identify the following main goals to ensure that all business activities are based on the actual needs and consumer behavior of customers.

TARGET

Understand the needs, interests, and behaviors of potential customers on social networks.

Identify the most effective social media channels to reach your target customers.

Choose the right content to attract and retain customers.



Analyze customer behavior on social networks

Choose the right social media channel

Building and optimizing social networks

Create engaging content

Social Media Sales Plan

Cross-Platform Assessment, Measurement & Integration

2. Choose the right social media channel

Each social media platform attracts different groups of users in terms of age, gender, occupation, and income. Clearly identifying the target audience will help businesses choose the most suitable platform, thereby optimizing the effectiveness of outreach and marketing strategy.

EXAMPLE 1



- **Women's fashion products business**

After analyzing the market, it will help identify customers who are mainly young women, often active on Instagram and TikTok. From there, businesses can focus on building attractive content on these platforms to attract customers.

EXAMPLE 2



- **Organic food business**

After analyzing the market, it can be seen that the target customers are those who care about health and the environment, often using Facebook and Zalo to search for information and shop. From there, businesses can focus on promoting content about the benefits of organic food and safety certifications on Facebook and Zalo to create trust and attract customers.

facebook®



Facebook: The world's largest social network with a huge number of users. **Suitable for many types of products and services.**

The user base is diverse, from teenagers to the elderly, both male and female.

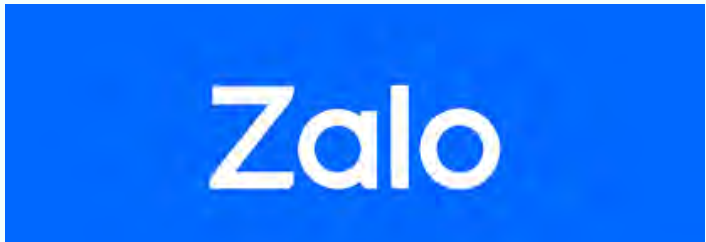
Features: Fanpage, group, advertising, livestream.

Benefits: Reach a wide audience, direct interaction, diverse advertising forms.

Instagram: Focuses on images and videos. **Suitable for fashion, cosmetics, travel, food products,...**

The most popular user demographic is between **the ages of 18-34**, with many users being **women**.

- **Features:** Stories, IGTV, Reels, ads.
- **Benefits:** Increase brand awareness through images and short videos, directly interacting with users.



Zalo: A popular social network in Vietnam, focusing on connecting friends and family. **Suitable for domestic products and services that require direct interaction with customers.**

Users in Vietnam are of **many ages**, popular in the Vietnamese community.

- **Features:** Zalo OA (Official Account), Zalo Shop, advertising, live chat.
- **Benefits:** Access to Vietnam domestic market, integrated sales and customer care.



- **YouTube** is the world's largest video sharing platform, attracting all ages and audiences. Suitable for products that need detailed introductions, user manuals, reviews,...



Audience: Age-varied, but tends to skew toward younger users, **with 77% of users aged 15-35. YouTube users skew male.**

- **Features:** Long video, livestream, advertising.
- **Benefits:** Create in-depth content, tutorials, build a long-term brand channel.



- **TikTok:** a booming short video platform with entertaining and humorous content. Suitable for products aimed at young people and keeping up with trends.

Target audience: Mainly young people, 50% of users are **under 34 years old.**

- **Features:** Short videos, sound effects, challenges, ads.
- **Benefits:** Create creative, viral content that quickly reaches young audiences.

Note

- **Choosing one or more social media platforms at the same time depends on the business's marketing strategy, human resources and business goals at different times.**
- **You should focus on 2-3 platforms that best suit your target audience and your business's marketing goals.**
- **Track performance across each platform and adjust your marketing strategy accordingly.**



Analyze customer behavior on social networks

Choose the right social media channel

Building and optimizing social networks

Create engaging content

Social Media Business Plan

Cross-Platform Assessment, Measurement & Integration

3. Build and optimize social networks

Creating a professional, attractive image on social networks is an important factor to help businesses stand out in the eyes of customers, create trust and enhance brand recognition. A well-designed and optimized social network page will create a strong impression and retain viewers.



Design attractive avatars and cover photos that are consistent with your brand.



Update complete and clear information about the business and products/services.



Use keywords and hashtags wisely to increase searchability.

Detailed setup instructions



facebook

Instructions for setting up Facebook Fanpage (Scan QR code for details)



Zalo

Instructions for creating Zalo OA (Scan QR code for details)



Instagram

Instructions for setting up Instagram Fanpage (Scan QR code for details)



YouTube

How to create a YouTube channel (Scan QR code for details)

Analyze customer behavior on social networks

Choose the right social media channel

Building and optimizing social networks

Create engaging content

Social Media Business Plan

Cross-Platform Assessment, Measurement & Integration

4. Create engaging content

Creating valuable, engaging, and relevant content is key to attracting and retaining customers on social media. Quality content not only helps build good relationships with customers, but also promotes interaction, sharing, and increases brand awareness.



METHOD

Build a detailed content plan

Article plan:

- Details: Determine the topic, posting time, posting frequency and post format (short, long, infographic).
- Specific action: Create a posting schedule using Google Calendar or a content management tool like Trello to organize topics and posting times. For example, post tips on Mondays, new product posts on Wednesdays, and promotional posts on Fridays.

Image plan:

- Details: Prepare illustrations for articles, ensuring high quality, consistent style and brand fit.
- Specific actions: Use design tools like Canva or Adobe Photoshop to create professional images. Plan a product photo shoot or use images from reputable stock photos.

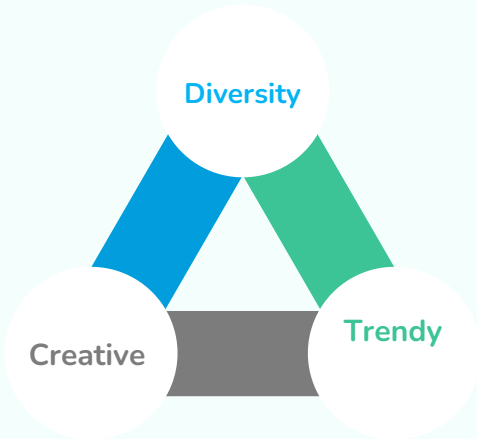
Video plan:

- Details: Script and plan production of product introduction videos, tutorial videos, and customer testimonial videos.
- Specific Action: Use video editing software like Adobe Premiere Pro or Final Cut Pro to create quality videos. Schedule your video shoots and edits to ensure consistency and professionalism.

Livestream plan:

- Details: Plan livestreams to showcase products, answer customer questions, or host special events.
- Specific actions: Use popular livestream platforms such as Facebook Live, Instagram Live. Prepare a detailed script and necessary equipment (camera, microphone, lighting) for the livestream to run smoothly.

Ensure diverse, creative content that is relevant to customer trends and needs



DIVERSITY

- Provide rich content including articles, images, videos, infographics and livestreams.
- Shareable, valuable content that customers can easily share with friends and family
- Organize contests and mini-games to encourage customers to participate and interact

- Details: Innovate your approach, test creative ideas to differentiate yourself and attract customers' attention.
- Specific actions: Use tools like Pinterest, Douyin (China) to find creative inspiration. Create posts or videos on trending topics, adding humor or brand stories to make the content more attractive.

CREATIVE



SUITABLE FOR TRENDS & NEEDS

In line with trends and needs:

- Details: Monitor and capture new trends on social networks to adjust content to suit customers' needs and interests.
- Specific action: Use tools like Google Trends or BuzzSumo to stay up to date on the latest trends. Make sure your content reflects trends and provides value to your customers.

Building a content strategy



Building a content strategy helps businesses maintain consistency and effectiveness in communicating information.

Using tools to support and monitor, and adjust strategies based on real data will ensure that content is always relevant and engaging to your target audience.

The sample strategy sheet below provides a framework to help businesses plan and execute a content strategy effectively and systematically.

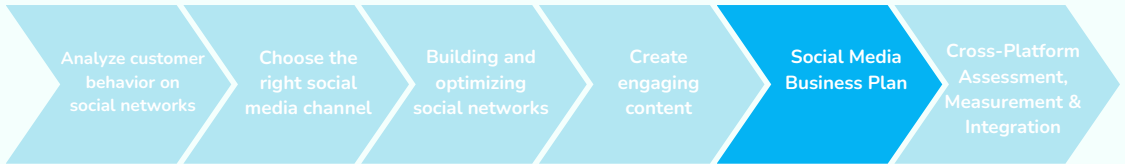
Schedule specific posts, determine when and how often to post.

Use post scheduling tools like Hootsuite, Buffer.

Monitor and adjust strategies based on feedback and real-world data.

Sample strategy for posts

Date	Time	Content type	Detailed description	Support tools
Mon	9:00	Articles about sharing tips	Share tips on effective product usage, open questions for customer interaction	Buffer
Tues	15:00	New product images	Post new product images, details, and calls to action	Hootsuite
Wed	12:00	Product instruction video	Short video instructions for using the product, with appropriate hashtags	Facebook Insights
Thurd	18:00	Promotional article	Special promotion announcement, illustration	Buffer
Fri	14:00	Livestream	Livestream product introduction, answer customer questions	Facebook Live
Sat	11:00	Articles on customer experience	Share real customer experiences, photos or video reviews	Hootsuite
Sun	16:00	Infographic	Infographics about products, benefits and how to use them	Buffer



5. Social media business plan

Even though we are exposed to social media every day, do we really understand it? What is the approach of each platform?

A social media business strategy requires an understanding of each platform, and an effective combination of content, visuals, and communication planning.



Some forms of content that are favored on Facebook are:

- **Livestream:** a fast and effective form of closing deals today, users do not need to browse a lot of information to find out, everything is already "arranged" by the seller; and can also comment directly on any questions and have them resolved immediately.
- **Build a community,** a group, where your business's potential customers are most likely to appear. Through this Facebook group, businesses can introduce their products and business, but be careful not to be too obvious.
- **Selling on personal pages** through personal branding is also a popular method today. For example, if a business builds an image as a marketing expert, it can sell ebooks right on its personal page.
- **Facebook advertising** is also effective if businesses know how to target specifically and reach the right audience. It is best for businesses to try running different advertising campaigns, then track business metrics, such as: number of clicks on links, engagement levels, sales.



- **Attaching product links to a short introduction at the top of your Instagram profile** increases your chances of reaching customers. In addition, sellers can refer to Instagram's attractive features such as stories to make the sales process more interesting, Reels to post attractive video content formats. In addition, pay attention to using keywords that can be hashtags, related to the business brand and they will help the post become more prominent, easier to search for users who are potential customers.
- **Instagram's specialty is in the way it organizes images.** Therefore, businesses should pay close attention to this part. Usually, when starting to choose Instagram, build a consistent concept for the business, expressed through images.
- **Run ads:** Businesses can also create Instagram ad campaigns using Facebook Ads Manager, choose the right ad format, and set up a target audience based on demographics and interests.



- Using Zalo as a marketing channel, businesses can choose to use personal Zalo or create a Zalo Shop page to promote their brand, Zalo Shop to sell products and post promotional information on it. In addition, Zalo also has new features such as short videos, livestream in groups,...
- Run Zalo Ads: Zalo currently supports 3 forms of advertising: Zalo Official Account (similar to Facebook page promotion - or increase likes), advertising linked to Website and advertising products.

Combine Word of Mouth Marketing



- The core value of word-of-mouth marketing is that businesses provide quality products that satisfy their customers. From there, customers voluntarily share and introduce the business's services and products to their friends.
- This marketing campaign can be considered a long-term retail marketing strategy and does not cost too much. However, businesses need to note that word-of-mouth marketing is only effective when the business's products/services are really good.

Organize promotions, gifts, mini-games, and contests to stimulate interaction and encourage customers to refer customers.

- Organize promotions, giveaways, discount vouchers, mini-games or contests with attractive prizes to encourage customers to participate and share. This helps increase interaction and spread content.
- Specific actions: Create posts about promotions, mini-games or contests, clearly stating the rules and how to participate. Use special hashtags and ask participants to tag friends or share the post to increase reach.

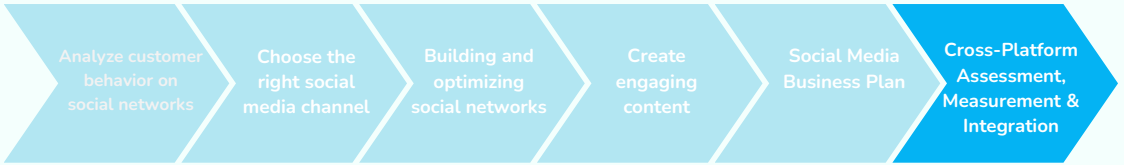


Cooperate with KOLs, Influencers to expand influence



Collaborate with KOLs/Influencers:

- Details: KOLs and Influencers are people with great influence on social networks, they can help businesses reach a wider and more diverse customer base.
- Specific actions: Select KOLs/Influencers that are suitable for the industry and target customer group. Measure campaign effectiveness by tracking metrics such as interactions, visits, and sales from KOLs/Influencers' posts.



6. Cross-platform assessment, measurement and integration

TARGET

Measure the effectiveness and continuously improve your social media marketing strategy to ensure that your marketing efforts are delivering the desired results and meeting your customers' needs.

METHOD

Use powerful analytics tools from social media platforms like Google Analytics, Facebook Insights, Instagram Insights, TikTok Analytics and Zalo Analytics to track key metrics like reach, engagement, conversion rates and sales.

CONSUMER BEHAVIOR



- Create online surveys and share them on social media platforms to gather customer feedback on their experience.
- Monitor and analyze comments, direct messages, and reviews on social media sites to understand customer sentiment.

Adjust strategy based on assessment results and real-world feedback:

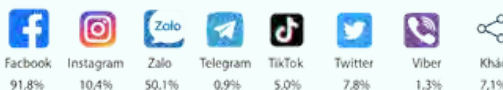
- **A/B Testing:** Experiment with different variations (like posting times, content formats, ad messages) to find the most effective approach.
- **Adjust Content and Budget:** Adjust posting schedules, content, and ad budgets based on analytics and customer feedback for maximum effectiveness.

- **Cross-Platform Integration:**

Ensure marketing communications and strategies are synchronized across all channels to create a seamless customer experience, helping build trust and drive sales.



Mạng xã hội phổ biến nhất được tích hợp trên website/ứng dụng TMDT





An illustration of an orange delivery van on the left side of the page. A cardboard box is shown in mid-air, appearing to be thrown or falling from the van. The background is a solid light orange color. The title text is positioned on the right side of the page.

III. Steps to build a domestic e-commerce platform

- Market Research & Competitor Analysis
- Business planning on e-commerce platform
- Booth setup and operations
- Build product content, images and videos
- Order management and store operations
- Customer care on e-commerce
- Global sales program on Shopee, Lazada platforms



1. Analyze customer and competitor behavior on e-commerce platforms

1.1 Analyze customer behavior on e-commerce platforms

On e-commerce platforms, customers are divided into two main groups with typical shopping behaviors as follows:

Proactive customers

This is a group of customers who have specific needs and search for products using keywords on e-commerce platforms.

Passive customer

This group of customers does not have clear needs from the beginning, but is attracted by promotions and incentives displayed on the floor.



Suggestions for businesses:

- Optimize product keywords to increase visibility when customers search.
- Use clear and attractive product titles and descriptions, incorporating keywords that match customer search needs.
- Make sure your shop appears in priority positions, especially when customers filter by "good reviews" or "best sellers".

When deciding to buy, customers often care about the following factors:

- **Price:** The product is reasonably priced or on sale.
- **Product images and videos:** Image/video content is clear, attractive and fully displays product details.
- **Promotion:** Offer, discount, or gift included.
- **Shop reputation:** Is the shop certified as a "Shop Mall"? What are the reviews and comments from previous customers?
- **Product information:** Detailed, complete description of product features and benefits.

1.2. Analyze competitors on each e-commerce platform

Visit e-commerce platforms to learn about similar products:

Search for competitor products using keywords and monitor stores with similar products.

Use the advanced search function to filter products by category and price.

Keep track of popular products and highly rated stores in the industry the seller is in.

Look at your competitors' featured products and promotions.

Watch product promotional videos and monitor competitors' sales livestreams.

Make a table comparison of 3-5 competitors according to the following contents:

- Selling price
- Product introduction images and videos
- Product information and description
- Promotional Program
- Customer Reviews
- Packing and shipping
- After sales care and support



2. Make a business plan on e-commerce platform

2.1. Determine the costs to be paid for doing business through e-commerce platforms

To be successful in online business, especially selling through e-commerce platforms, understanding costs is extremely important. Costs play a key role in determining profits, evaluating efficiency and building a sustainable development strategy.

Fee Type	Lazada	Shopee	TikTok Shop	Get it
Payment Fee	3.993% x (Product price - Financing cost + Shipping fee paid by customer).	4% x (Total product price + Shipping fee - Applicable promotion).	4% x (Customer payment amount - Refund amount).	2%/product
Fixed Fee	Lazmall: Fee schedule x 1.1 (VAT). Premium Shop: 1-2% (excluding VAT). Regular Seller: 2.992% (including VAT).	3% (Non-Shopee Mall Sellers). Shopee Mall: Depends on product category.	2% x (Product price - Financing cost).	From 0.9% to 18% (by industry).
Service fee	Freeship MAX: 7%. Voucher MAX: 4%.	Freeship Xtra: 7%. Freeship Xtra Plus: 9%. Voucher Xtra: 5% (Maximum 40K).	Shipping Fee Program: 4,5%.	No specific information available.
Accumulated voucher	Total discount between Lazada and seller.	Not applicable.	Not applicable.	Not applicable.
Booth fee	Do not have.	Do not have.	Do not have.	0 VND
Storage fee	Not applicable.	Not applicable.	Not applicable.	50 VND/day. Overdue storage: 10% of selling price/day of late receipt.
Shipping fee	Depending on Lazada policy.	There is no fixed fee, it depends on the carrier.	No fixed fees, subject to Shipping Fee Program.	From 10,000 VND to 23,000 VND depending on location.
Order processing fee	Not applicable.	Not applicable.	Not applicable.	From 6,000 VND to 229,000 VND depending on weight (Tiki Now: from 7,200 VND to 274,800 VND).
Program support fee	Freeship MAX: 7%. Voucher MAX: 4%.	Free to join Freeship Xtra, Freeship Xtra Plus, Voucher Xtra (1000 VND service package registration fee).	Not applicable.	3% (for sellers participating in installment program).
Withdrawal processing fee	Not applicable.	Not applicable.	Not applicable.	Under 1kg: 1,000 VND. Over 1-3kg: 1,500 VND. Increase by 500 VND for each additional 0.5kg.

Note: The above costs are for reference only and may change according to the policies of each e-commerce platform in each specific period. This cost table is intended to help businesses clearly understand the types of fees that need to be paid when doing business on the platforms, thereby having appropriate financial plans and business strategies.



2. Make a business plan on e-commerce platform

Within 01 month, e-commerce platforms always have sales promotion activities through 04 main groups (accounting for more than 70% of revenue), which are:

2.2. Identify main sales periods/periods on the e-commerce platform

- Double day like 3/3, 4/4, 5/5, 6/6...
- Mid-month, specifically from the 15th to the 17th of each month.
- End-month, specifically from the 25th to the 27th of each month.
- The remaining days.

Depending on each floor, there will be additional commonly heard names such as:

- Shopee: Spike, mini-Spike
- Lazada: BMO, Mega, A++, A+, BAU
- TikTok/Tiki: Salary...
- Industry: End season, mid season...

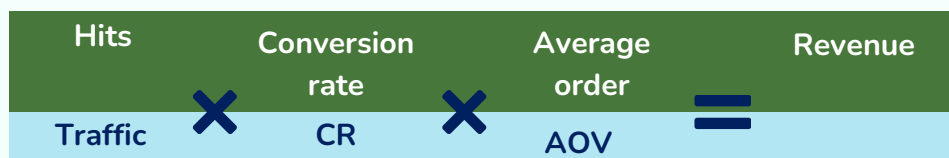
After identifying the sales campaigns that the business wants to participate in with the e-commerce platform to boost revenue, the next step is to build an effective promotion program (PP) to attract customers and increase sales.

2.3. Identify activities to increase visibility on e-commerce platforms

On e-commerce platforms, there are always activities to increase visibility and traffic to boost revenue. These activities include:

- Free shipping (XTRA Freeship, Freeship Max, Freeship...)
- Exchange gate discount code (XTRA voucher, Accumulated voucher, Max voucher, Astra...)
- Cashback
- Coin points from game activities
- Gift Gate (buy X get Y)
- The portal works on orders (Buy 2 get X% off, Buy 1 million VND get X% off...)
- Increase traffic from media activities on the floor (running search keywords, running displays, running suggestions...)

Formula for calculating expected revenue



Detailed explanation:

- **Conversion Rate (CR):** The percentage of visitors who take the desired action, such as a purchase, registration, download, etc.
- **Traffic:** Total number of visitors to a website, application or sales channel in a given period of time.
- **Average Order Value (AOV):** Average revenue per successful order.

Example:

Suppose a business is selling clothes on the S floor. Below are the business's figures for January 2024:

- Conversion Rate (CR): **2%**
- Traffic: **10,000 visitors**
- Average Order Value (AOV): **300,000 VND**

Expected revenue in January:

Expected revenue = 2% x 10,000 x 300,000 VND = 60,000,000 VND

3. Set up and operate e-commerce store

After completing the business plan in step 2, to create an attractive e-commerce store, businesses need to pay attention to the following factors:

Booth name

The booth name should be short, easy to remember and reflect the business field of the enterprise.

Profile picture and banner picture

Avatars and banners should be the right size and reflect the style of the store.

Booth Description

Booth description needs to provide full information about the business's products, services, sales policies...

Product

Products need to be clearly classified, have complete information and quality images.

Price

Prices need to be competitive and consistent with product quality.

Shipping and payment policy

Shipping and payment policies need to be clear and convenient for customers.

Detailed instructions for building a booth



Instructions for building a Shopee booth
(See details in Appendix 5)



Instructions for building a TikTok booth
(See details in Appendix 6)



Instructions for building a Lazada booth
(See details in Appendix 7)



Instructions for building a Sendo booth
(See details in Appendix 8)



Instructions for building a Tiki booth
(See details in Appendix 9)





4. Build content, images and videos on e-commerce

4.1. Naming products according to SEO standards (search engine optimization)

Name the product in accordance with the product category, based on the keywords of that category to help the product be easier to find on Google and e-commerce platforms.

a. Naming products according to SEO standards on Shopee



No brand

Product Name = Product Type + Short description of product attributes

For example:

- Regular Black Round Neck Short Sleeve T-Shirt

Product Type: **T-shirt**,

Description: **black round neck short sleeve**



Branded

Product Name = Product Type + Brand Name + Product Code/Name + Short Description of Product Attributes

For example:

- Samsung J2 Prime phone with smooth touch

Product Type: **Phone**

Product name: **samsung**

Product code: **j2 prime**

Description: genuine smooth touch



Shopee standard product naming rules

- Name in Vietnamese is correct, complete with accents, characters, clear, no spelling mistakes.
- Name must match the information and images posted.
- Products include the name and a brief description of the product.
- If it is a set product, it is necessary to clearly state the product set or combo so that customers can clearly understand the information.
- Do not capitalize all letters of the product name, except the brand name (which can be capitalized).
- Do not overuse special symbols/emojis, do not spam and abbreviate keywords.
- Product name does not contain fake keywords.

b. Naming products according to SEO standards on Lazada



Product name structure = Product line + Brand +
Outstanding features + Size



For example:

Xiaomi Smart Watch 1.9 inch Blood Pressure
Monitor Blood Sugar Temperature Control Brand
Name: **Xiaomi Product**

Type: **Smart Watch**

Highlights: **1.9 inch Blood Pressure Monitor Blood
Sugar Temperature Control**

- Rules for naming products according to SEO standards on Lazada
- Capitalize the first letter of each word, avoid capitalizing all letters, except for the name of the trademark.
- Do not add promotional information or prices... to the product name.
- Do not overuse emoticons or special symbols.
- Do not use words that are not relevant to product information.

c. Naming products according to SEO standards on Tiki



Product Type + Brand + Product Type/Model + Product
Specification Description

- Some rules for naming products on the Tiki e-commerce platform that sellers need to know
- Search and select keywords using keyword analysis tools: Spineditor.com, Ahrefs, Google Keyword Planner, keywordtool.io,...
- Do not insert keywords unrelated to the business field into the product name, do not spam keywords because it will make customers not trust the business and reduce the order conversion rate.
- Choose niche keywords with low competition.

4.2. Creative and convincing product descriptions

Build a story around your product: Tell about the origin of the product, success stories from customers who have used the product, or how the product solved their problem.

Use vivid descriptions: Describe your product in detail and in an interesting way. Tell customers how it feels when they use it, what it smells like, where it's used, and how it makes them feel.

Focus on value: Describe the specific benefits your product offers your customers. Talk about how your product solves their problem or meets their need.

Product description example:

Tea leaves are made from the best ancient Shan Tuyet tea buds of the high mountains of Suoi Giang, Yen Bai, carefully selected and picked, not brewed but roasted and stored immediately to keep the fresh flavor, without having to go through processing stages such as fermentation, removing green color and oxidation, so the tea water has a natural, attractive green-yellow color.

- *Flavor: Tea leaves retain their natural green-yellow color, rich flavor, deep sweetness, light astringency, fresh aroma that satisfies tea lovers.*
- *Uses: Tea leaves contain antioxidants, help reduce cholesterol, reduce the risk of cardiovascular disease, slow down the aging process, prevent cancer, support weight loss, enhance memory, especially Tea leaves do not cause insomnia.*



4.3. Upload product images

To attract customers and create trust for your business on e-commerce platforms, using quality and standard product images is very important.

Technical standards

1. Image format



E-commerce platforms often require images in JPEG or PNG format.

2. Image size



The optimal photo size is 1024 x 1024 pixels, no more than 5MB in size.



The optimal photo size is 1024 x 1024 pixels, no more than 2MB in size.



1:1 square, 1200x1200 pixel size, product image occupies at least 80% of the frame.



Minimum size is 600 x 600 pixels and maximum size is 4096 x 4096 pixels

3. Image quality

You should choose photos with high resolution, sharpness and good color quality.

Content standards

1. Choose a simple background with few details to focus on the product.
2. Take photos from different angles so customers can see the product from different angles.
3. Present the product clearly and in detail, and take photos of the product in actual use so that customers can visualize the product in real conditions.

Design standards

1. Simple, intuitive design
2. Use your company logo and branding information in product photos.

4.4. Upload product videos

Create product demo video

Show your product in action. Introduce key features and benefits of your product. Use video to demonstrate how your product works in action.

Detailed instructions for use

Create detailed how-to videos on how to use your product. Explain each step clearly to help users understand how to get the most out of the product.

Create quality videos

First, make sure your business videos are high quality in both image and sound. Clear video and clear sound make a positive impression.



4.5. Tips for creating engaging videos on e-commerce



PLAN BEFORE SHOOTING

Businesses can refer to product videos of other businesses on the e-commerce platform, then briefly list the information they want to show in the product video. To define more clearly, businesses should answer the following questions:

- What is the purpose of the video?
- What will the video look like?
- What is the video layout?
- What angles of the product should be shot?



SET UP A SUITABLE BACKGROUND

Videos should be shot on suitable backgrounds that will highlight the product. Businesses should use light-colored or monochromatic backgrounds. Usually, a single, soothing color background such as white or gray is most suitable. In addition, ensure that Buyers can still clearly see the Business's product video when purchasing over the phone.



PREPARE YOUR PHONE

Before filming, fully charge your phone. And check that your phone has enough space, up to 2GB, to record as much footage as possible.

However, businesses must ensure that the size of the product video used to post on Shopee does not exceed 30MB.



LIGHT ADJUSTMENT

Don't worry if you don't have dedicated lighting. Businesses can use room lighting and sunlight to shoot videos, as long as it shows the product clearly.

Choose a location where you want to shoot your video that is softly illuminated by natural light to create a flattering effect on your product. Avoid using harsh, direct light sources from behind or in front, as this will create shadows and make your product unclear.



FOCUS ON PRODUCT BENEFITS

- Showcase key features: Use close-up shots to illustrate product uses and benefits.
- Before and After Comparison: Visual comparison videos are more convincing to customers.



INSERT CTA (Call-to-Action) ELEMENT

- For a CTA to be effective, your message needs to be short, concise, and easy to understand. Make a specific call to action, such as:
 - “Click here to buy now!”
 - “Close the deal now for only 99k!”
 - “Don't miss out – Buy now before stock runs out!”
- These messages should be placed in a prominent position in the video, such as at the end of the video or in the corner of the screen, where they are easily seen by customers.

Additionally, incorporate urgency words like “now,” “today only,” or “limited quantities” to create a sense of urgency, prompting customers to take action.

Promotions, discounts, or gifts are always a big motivation for customers to make purchasing decisions.



ADD FUN SOUNDS

Sellers can add voiceovers, narration, or music to their product videos to create a more complete feel.

- When adding voiceover to a video, speak at a moderate speed, be easy to understand, easy to listen to, concise, and focus on the product you want to convey.
- When adding music to your video, choose the right type of music and don't let the music get too loud.



USE PROFESSIONAL EFFECTS

- Use transition effects to be creative but not distracting from the product.
- Product Highlight: Use zoom effect to highlight product to emphasize features.



POST VIDEOS IN THE GOLDEN TIME

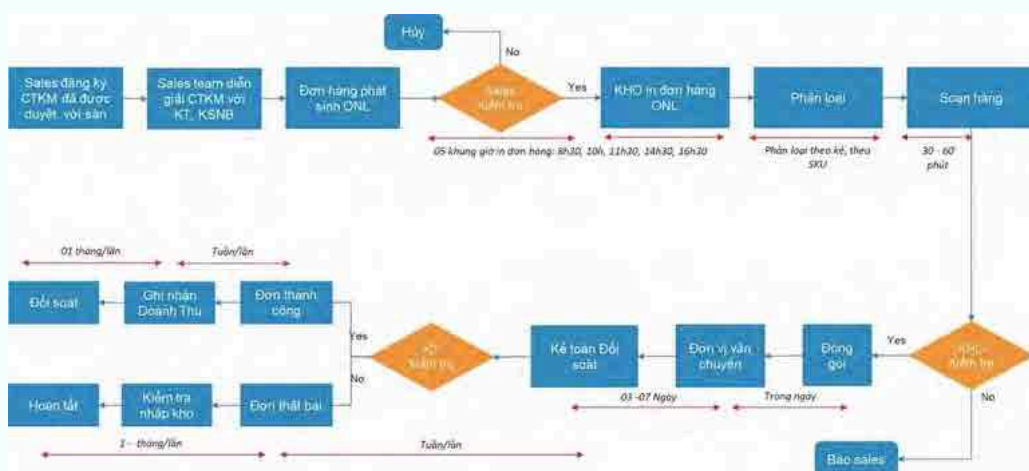
Once completed, the Seller can upload the video to the corresponding product for sale on channels such as: Shopee, Lazada, Tiktok, Facebook. To be able to successfully upload, the Shop's Product Video must meet the following criteria:

Duration: 10 - 60 seconds Video format: only use MP4 format (vp9 not supported) Size: maximum 30MB Resolution: not exceeding 1280 x 1280 pixels
Special posting time slots: 12pm, 8pm-11pm



5. Manage orders and operate e-commerce stores

5.1. Order operation process



A common operating process of retail businesses in Vietnam

5.2. Product Management

Product management is an activity related to updating new products, managing inventory, and controlling product quality.

Update new products: Sellers need to regularly update new products and best-selling products to attract customers.

Inventory management: Sellers need to closely control inventory to avoid shortages or overstocking.

Product quality control: Sellers need to control product quality to ensure that the product meets customer needs.

5.3. Order processing process on e-commerce

Order management is an activity related to receiving orders, processing orders, delivering and recording revenue, after-sales care,...



5.4. Customer management

Customer management is an activity related to customer care, complaint resolution, and customer relationship building.

Customer care: Sellers need to respond quickly to customer inquiries and resolve complaints satisfactorily.

Complaint Resolution: Sellers need to resolve customer complaints promptly and satisfactorily.

Building customer relationships: Salespeople need to build good relationships with customers so that they come back to buy again.



6. Customer care on e-commerce

Customer care is the activity of providing information, support and solving customer problems during the shopping process. Good customer care will help sellers build reputation, attract customers to return to buy and increase sales.

The importance of customer care

- **Build customer reputation and loyalty:** When customers are well taken care of, they will have a good impression of the shop and tend to come back to buy.
- **Increase sales:** Satisfied customers will be more likely to recommend your shop to friends and family.
- **Reduced marketing costs:** When sellers have loyal customers, they will not need to spend a lot of money on marketing activities to attract new customers.



Online customer care script

SAMPLE ANSWER

Hello, this product costs 100,000 VND. The product has 3 colors: black, white and red. If you order, the shop will deliver today, you will receive the product in just 2-3 days.

MORE INFORMATION

Hello, this product is made of high quality cotton fabric. The product has sizes S, M, L, XL. Moreover, this product has a 1-year warranty period. Please give the shop your height and weight so that the shop can advise you on the appropriate size.

Complaint resolution script

APOLOGIZE AND ASK QUESTIONS

Hi, we (shop name) are sorry to hear you are having problems with our product. Can you tell us more about the problem you are having?

SATISFACTORY SETTLEMENT

After checking, we (shop name) found that your product has a manufacturer defect. We will exchange a new product for you as soon as possible.

APOLOGY AND EXPLANATION

We (shop name) are very sorry for this inconvenience. We will try to check the product quality more carefully before delivery to avoid this situation from happening!

After-sale customer care script

EMAIL

Hello, Thank you for shopping at [store name]. We hope you are satisfied with our products.

If you have any questions or need any assistance, please contact us.

Best regards,

[store name]

PRODUCT REVIEWS

Hi, We are glad to hear that you are satisfied with our product. Could you please take a moment to review the product on [review page]?

Your review will help us improve the quality of our products and services.

Thank you for rating our products, [shop name] will send you a 10% voucher for your next purchase.

Best regards,

Integrate feedback and reviews



This section will look at how to integrate feedback and reviews from previous customers into a seller's e-commerce strategy to build trust and encourage customer engagement.

Show reviews from previous customers

5.0



Product Reviews: One way to display reviews from previous customers is by providing product opinions and reviews directly on the product page. This gives customers a better understanding of other people's experiences using the product.

Star Rating: Use a star-based rating system to summarize product ratings. Buyers can quickly evaluate product quality by selecting the appropriate number of stars.

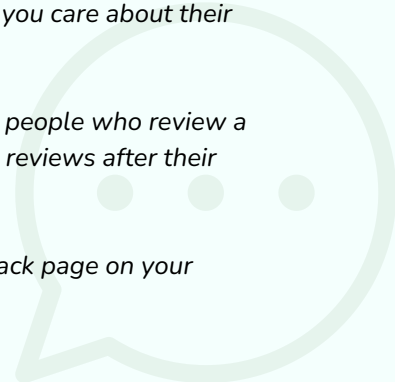
Comments and Feedback: Customers can also leave detailed comments and feedback on the product. This can help create a quality discussion and exchange useful information for others.

Encourage customers to leave feedback

Encourage Feedback Integration: Use techniques like email marketing or direct notifications on your website to encourage customers to leave feedback and reviews after they have purchased a product or used a service. Show that you care about their opinions.

Create incentives for feedback: Offer promotions or discounts to people who review a seller's products. This can encourage them to leave feedback and reviews after their experience.

Create an accessible feedback page: Create an accessible feedback page on your seller's website so users can easily leave feedback.



7. Livestream - The secret to successful sales on e-commerce

What is Livestream?

Livestreaming is the practice of broadcasting live video through online platforms such as TikTok, Facebook, Instagram, YouTube, and many others. With livestreaming, you can interact directly with your audience in real time, create a closer connection with customers, and build trust in your brand. Livestreaming is not only an entertainment tool but also an effective sales method in e-commerce, helping businesses reach customers in a lively and authentic way.



Statistics on livestream sales of Vietnamese e-commerce platforms in the first quarter of 2024



4 Benefits of Livestream

Increase direct interaction

Livestreaming allows you to interact with customers in real time, answer questions and get feedback from customers quickly.

Create authenticity and trust

Customers can see the product in its true, unedited form, helping them feel more confident when making a purchase decision.

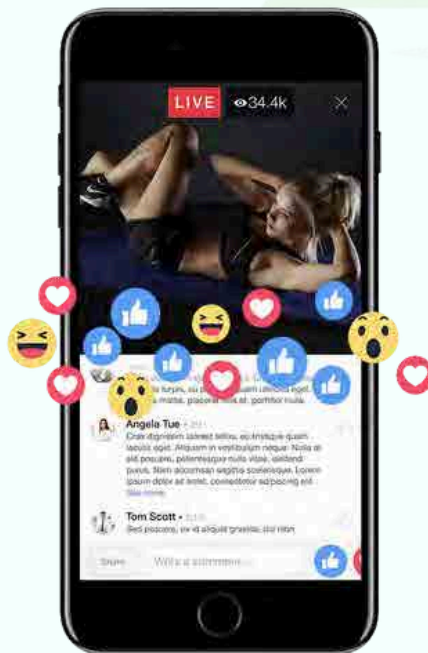
Cost savings

You can spread images to millions of people with just a smartphone connected to the internet, without the need for a support team or expensive equipment.

Boost sales

Direct interaction with customers helps them make purchasing decisions faster. Whether you sell on social networks or other e-commerce platforms, Livestream is still the preferred sales method.

Popular Livestream E-Commerce Channels



Prepare what?

For a successful Livestream

Before LIVE

Prepare script before live

Prepare backstage set up

Prepare support staff

Announce live sessions, launch advertising campaigns

Live continuously and regularly

Encourage interaction through games, calls, and hearts

Highlight promotions, giveaways, calls to action

OR LIVE

Suggested livestream script

Greetings, warm-up, minigame (3 minutes)

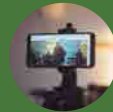
- 1st product introduction (3-10 products): 20-30 minutes
- Introduce promotions and offers: 5 minutes
- 2nd product introduction (5-10 products): 20-30 minutes
- Entertainment, chatting, singing, dancing, games: 5 minutes

- END: 2-5 minutes

4 Factors for success in livestream



Have good quality products and competitive prices



Make effective use of livestream support tools.



Invest in professional livestream content production



Engage regularly with customers and build brand reputation.

Prepare space and livestream equipment



8. Affiliate Marketing - Expand your e-commerce business without limits

What is Affiliate Marketing?

Affiliate marketing is a business model in which businesses pay commissions to affiliate partners to promote their products or services. When the affiliate partners refer customers and these customers take action (purchase, sign up, etc.), the affiliate partners receive a commission. This is an effective way to expand customer reach without investing a lot of initial advertising costs.



BENEFIT

Save advertising costs: Businesses only pay commissions when there are results (sales or successful registrations), helping to save costs and optimize advertising budgets.

Increased market reach: Through affiliate partners, businesses can reach a wide range of customers without having to build their own complex advertising systems.

Develop a network of partners: Affiliate helps build relationships with reputable partners, thereby creating more development opportunities for businesses.



Steps to set up an Affiliate program for your business

1

Define your goals: Set clear goals for your affiliate program, such as increasing sales, expanding your market, or building your brand.

2

Choose the right affiliate platform: Choose an affiliate support platform such as AdFlex, Accesstrade, ShareASale,... or use an integrated plugin on your business website. Make sure the platform is easy to use and has the ability to track detailed results.

2

3

Decide on commission and payment mechanism: Determine the appropriate commission level for partners and payment method (monthly payment, when reaching certain sales milestones, etc.). The commission level should be attractive enough to attract partners to join.

Popular website models in Affiliate Marketing



1. Review Sites
2. Price Comparison Sites
3. Websites sharing discount codes and deals (Coupon & Deal Sites)
4. Tutorial Sites
5. Personal Blogs

Prominent affiliate programs such as Amazon, Shopee, TikTok, Lazada and Temu have recently been attracting attention thanks to their attractive commission systems, diverse products, and great customer reach potential.

Amazon Associates

Amazon's affiliate program is one of the oldest affiliate platforms in the world. Once you join, you can earn money by recommending products from Amazon's extensive inventory. Commissions vary by product category, but Amazon's strengths are its brand reputation and extremely wide product range.



Advantage:

- Huge product warehouse, easy to find products suitable for all fields
- Reputable brand, high conversion rate. Global payment system.

Shopee Affiliate Program



Shopee is one of the largest e-commerce platforms in Southeast Asia, and their affiliate marketing program is also very popular. Shopee Affiliate allows you to earn commissions when customers buy products through the links you refer. With a large user base and a variety of products, this is a good choice for affiliate marketers.

• Advantage:

- Large market, large number of users.
- Diversified products and industries.
- Transparent tracking and payment system.

Temu Affiliate is an affiliate marketing program from the Temu e-commerce platform, where marketers can earn commissions for referring users to shop or use services from Temu

Advantage:

- Attractive roses
- Diversified products and industries.
- Easy to join
- No capital, passive income



Temu Affiliate Program

TikTok Affiliate

TikTok is growing not only as an entertainment platform but also as an effective marketing channel. With TikTok Affiliate, you can create creative content, attract viewers and insert affiliate links to introduce products. The large reach and virality of videos on TikTok gives marketers the opportunity to earn significant income.



- **Advantage:**
- Large number of users, especially young people.
- Global reach.
- Unlimited content creation possibilities.



Get Affiliate

Tiki.vn is one of the prestigious and quality e-commerce platforms in Vietnam. Tiki Affiliate offers attractive commissions when you introduce products to buyers. Tiki's strengths are fast delivery service, good after-sales policy, helping to improve the shopping experience for customers.



- **Advantage:**
- Prestigious domestic brand.
- Fast and quality delivery policy.
- Good technical support and campaign tracking.

Lazada Affiliate Program

Lazada is one of the largest e-commerce platforms in Southeast Asia, and the Lazada affiliate program is also very developed. You can earn money by referring customers to shop on Lazada through marketing links. Lazada provides a professional affiliate support system with detailed reports, helping you easily track the effectiveness of your campaign.

- **Advantage:**
- Rich products, diverse industries.
- Thorough affiliate support.
- Transparent reporting and payment system





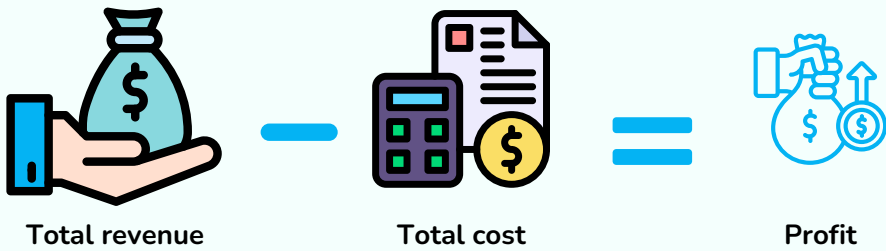
IV. Expanding business and operating international e-commerce platforms

- Business planning on international e-commerce
- Analysis of e-commerce platform characteristics (amazon, alibaba, ebay)
- Register an account and set up a store
- Order and shipping management
- Customer care on international e-commerce
- Advertising and optimizing business operations on international e-commerce



1. Make a business plan on international e-commerce

To start a business on international e-commerce platforms such as Amazon, Alibaba, and eBay, creating a business plan is the first and extremely important step. This process includes understanding and understanding the types of revenue, costs, and profits.



1. **Cost of Goods Sold (COGS):** includes the costs to produce, purchase and ship products to the seller's warehouse on the e-commerce platform.

2. **Product Development Costs:** includes product research and development to suit the requirements of each e-commerce platform.

3. **Advertising Costs:** This is the cost spent to promote products on e-commerce platforms such as Amazon Sponsored Products, Alibaba Taobao PPC, eBay Promoted Listings

4. **Shipping Costs:** includes the cost of shipping the product from the seller's warehouse to the buyer's warehouse, or storage fees (Amazon), order fulfillment fees (FBA)

5. **Service Fees:** are fees paid to e-commerce platforms to use their services, such as participation fees, account maintenance fees, fixed referral fees, etc.

6. **Other costs:** Fees paid to the floor, account management costs, return and complaint management costs, international and domestic tax costs, support software costs, operating personnel costs,...



2. Analyze the characteristics of the floors



Top 20 quốc gia mua hàng nhiều nhất

Ranking	Country	Ranking	Country
1	United States	11	Italy
2	India	12	France
3	Canada	13	Germany
4	Brazil	14	Indonesia
5	Australia	15	Saudi Arabia
6	United Kingdom	16	Philippines
7	Russian	17	Spain
8	Turkey	18	Malaysia
9	Pakistan	19	Peru
10	Mexico	20	Thailand

Figure 1: Top 20 world countries with the most orders on Alibaba

Top 10 ngành hàng được quan tâm nhất

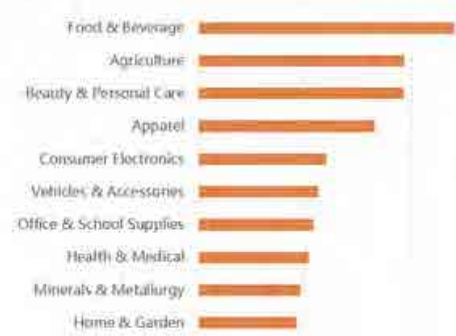


Figure 2: Top 10 product categories that are most popular on Alibaba

- **Product Demand Analysis:** Use Alibaba Trends and tools like Google Trends, SEMrush to analyze keywords and B2B market trends.
- **Competitor Analysis:** Read customer reviews of your competitors to understand their strengths and weaknesses, learn from their experiences and improve your service.
- **Customer Analytics:** Use Alibaba Buyer Analytics to learn about the characteristics and shopping behavior of businesses and importers on Alibaba
- **Proactively find buyers** looking for the products you sell through the Request for Quote (RFQ) tool.
- **Check Alibaba's regulatory requirements:** Business registration certificate, proving the company's production capacity.



- **Analyze product demand:** Use Amazon Best Sellers, Amazon Trends, and third-party tools like Jungle Scout, Helium 10 to analyze search trends and product demand.
- **Research your competitors:** Look at the products your competitors are selling on Amazon, analyzing their prices, product quality, and number of reviews.
- **Customer Analytics:** Use tools like Amazon Customer Insights to learn about the age, gender, income, and interests of your Amazon customers.
- **Check Amazon's regulatory requirements:** business licenses, product certifications (if safety and compliance certifications are required), trademark certifications, product designs, warranty information, pricing regulations.

Floor characteristics analysis



187 million Users around the world

190 Different markets



Electronics & Accessories" is the best-selling product category on eBay

16,4%



Products to sell on Ebay: T-shirts, gift cards, shoes, coupons, watches, laptops, souvenirs,...



- **Analyze Product Demand:** Use eBay's Trending on eBay, Terapeak, and tools like eBay Seller Hub to analyze keywords and product demand.
- **Research your competitors:** Look at what your competitors are selling on Ebay, analyzing their prices, product quality, and number of reviews.
- **Customer Analytics:** Use eBay Buyer Insights to learn about your customers' characteristics and shopping behavior on eBay.
- **Check Ebay's regulatory requirements:** eBay has regulations regarding listing, shipping, and customer service. Sellers must adhere to policies regarding returns, warranties, and service.



3. Instructions for registering an account and setting up a store

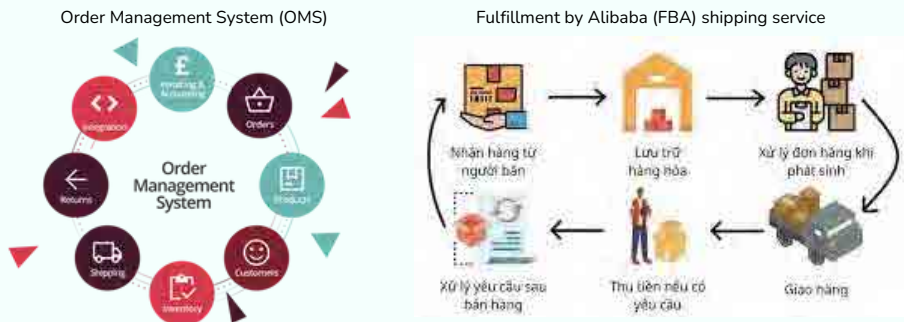
- Detailed instructions for registering an Alibaba account
 (Scan QR code for details)
 
- Detailed instructions for registering an Amazon account
 (Scan QR code for details)
 
- Detailed instructions for registering an Ebay account
 (Scan QR code for details)
 

4. Order and shipping management

1. Alibaba

- Order processing:**

Alibaba's Order Management System (OMS) automates many order processing processes, including order confirmation, invoice generation, and packing slip printing. Alibaba offers Fulfillment by Alibaba (FBA) shipping service that helps businesses store products at Alibaba warehouses and they will handle the packaging, shipping and customer care for those orders.



- Transport:**

- Alibaba offers a variety of shipping options for sellers, including postal shipping, ocean shipping, and air shipping.

Businesses can use Alibaba's shipping services or choose their own shipping provider.

- Alibaba offers order tracking services that help sellers track the delivery status of their orders.



2. Amazon:

- **Order processing:**

Amazon's Fulfillment by Amazon (FBA) system automates the entire order processing process, including order confirmation, packaging, shipping, and customer service.

Businesses simply send their products to Amazon's warehouse and they handle the rest. Amazon offers a variety of tools to help sellers manage orders, including Seller Central and Amazon Inventory Management.



- **Transport:**

- Amazon offers a variety of shipping options for sellers, including Amazon Prime, Shipping with Amazon (SWA), and Seller Fulfilled Prime (SFP).
 - Businesses can use Amazon's shipping services or choose their own shipping provider.
 - Amazon offers order tracking services that help sellers track the delivery status of their orders.



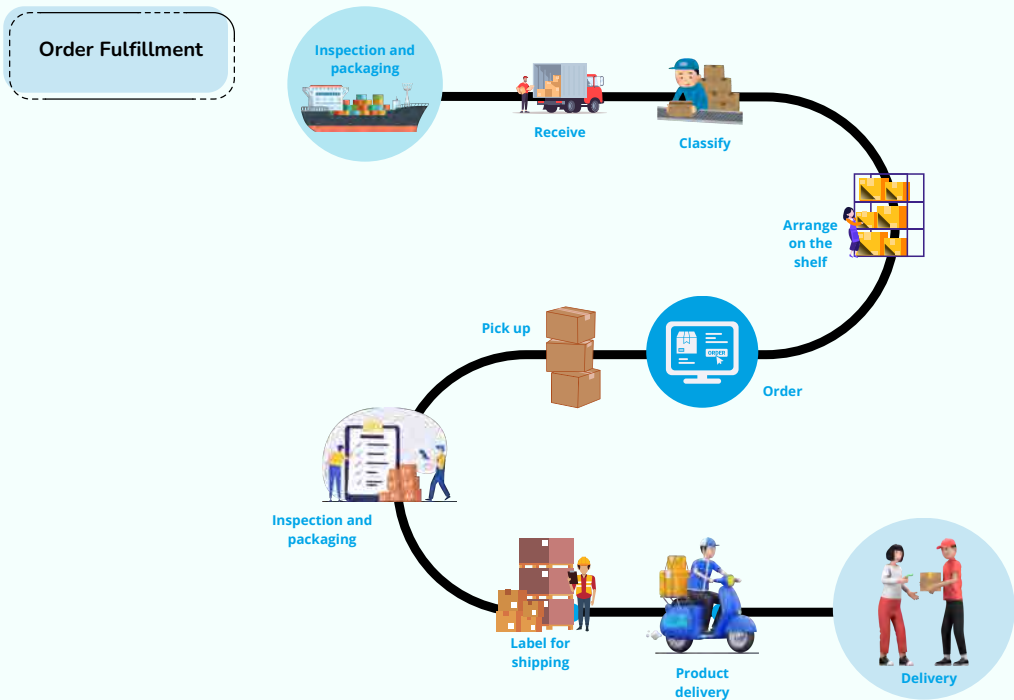


3. eBay:

- **Order processing:**

eBay’s Fulfillment by eBay (FBE) service automates important tasks like payment processing, inventory management, packaging, and shipping. With FBE, sellers can list their products and let eBay handle the fulfillment and shipping to customers. This frees up time for businesses to focus on product development and expansion.

eBay also offers integrated tools for sellers to track inventory through eBay Seller Hub and manage the entire order fulfillment process.



- **Transport:**

- eBay offers a variety of shipping options for sellers, including eBay Managed Delivery and partnerships with trusted logistics services. Sellers can choose from these services to optimize their shipping process and ensure timely delivery to customers.



5. Customer care on international e-commerce

• 1. Alibaba:

Alibaba offers a variety of tools to help sellers take care of customers, including:

- Alibaba Trade Manager: Online chat platform that helps sellers communicate with customers.
- Alibaba Customer Service Center: The customer support center provides support via phone, email and live chat.
- Alibaba Dispute Resolution Center: A platform that helps sellers resolve disputes with customers.
- Businesses can also use third-party tools for customer care on Alibaba, such as Zendesk and Freshdesk.

2. Amazon

Amazon offers a variety of tools to help sellers take care of customers, including:

- Amazon Seller Central: A platform that helps sellers manage their accounts, products, orders, and customer service.
- Amazon Messaging Service: Live chat platform that helps sellers communicate with customers.
- Amazon Customer Service: Customer support center provides support via phone, email, and live chat.
- Businesses can also use third-party tools for customer care on Amazon, such as Helium 10 and Feedback Genius.

3. eBay

eBay offers a variety of tools to help sellers take care of customers, including:

- Dispute Resolution Center: Buyers and sellers can resolve any issues related to international transactions easily and transparently through this tool.
- Buyer Protection Policy: Protects buyers' rights in cases where products are not as described, delivery is late or damaged.
- Seller Support Center: Sellers can access useful solutions for order management, feedback handling, and after-sales customer care.
- Feedback system: Buyers and sellers can rate and comment on each other after each transaction, creating transparency and trust in the international environment.
- Refund Policy: eBay provides clear regulations on refunds, ensuring the rights of both buyers and sellers during cross-border transactions.



6. Advertising and optimizing stores, optimizing international e-commerce business activities

6.1. Advertising and optimizing the booth

- **1. Alibaba**

Alibaba offers a variety of advertising tools to help sellers reach potential customers, including:

- Product Ads: Display seller products on search results pages and other product detail pages.
- Display Advertising: Display seller ads on Alibaba websites and third-party websites.
- Video Ads: Display seller video ads on Alibaba websites and third-party websites.
- Businesses can also use third-party tools to advertise off-platform on Alibaba, such as Google Ads and Facebook Ads.

- **2. Amazon**

Amazon offers a variety of advertising tools to help sellers reach potential customers, including:

- Sponsored Products: Display seller products on search results pages and other product detail pages.
- Sponsored Brands: Display seller brands on search results pages and other product detail pages.
- Sponsored Display: Shows seller ads on Amazon websites and third-party websites.
- Businesses can also use third-party tools to easily manage and deploy advertising on Amazon, such as Helium 10 and Jungle Scout.

- **3. eBay**

eBay offers a variety of advertising tools to help sellers reach potential customers, including:

- Promoted Listings Standard: Show sellers' products in prominent positions on eBay search results, increasing reach and sales.
- Promoted Listings Advanced: This is a form of pay-per-click (CPC) advertising that gives sellers more control and increased visibility of their products in priority locations.
- eBay Display Ads: Show seller ads on eBay product pages and search results pages, as well as third-party websites affiliated with eBay.
- Additionally, businesses can also use third-party advertising tools to promote off-market products on eBay, such as Google Ads and Facebook Ads.

6.2. Optimizing international e-commerce business operations

- **Data analysis:**

Both Alibaba and Amazon offer data analytics tools that help sellers track the performance of their stores and advertising campaigns.

Businesses should use this data to identify their strengths and weaknesses and improve their business operations.

- **Optimize product listings:**

Businesses should optimize their product listings to improve search rankings and conversion rates.

This includes using relevant keywords, writing clear product descriptions, and providing high-quality product images.

- **Provide excellent customer service:**

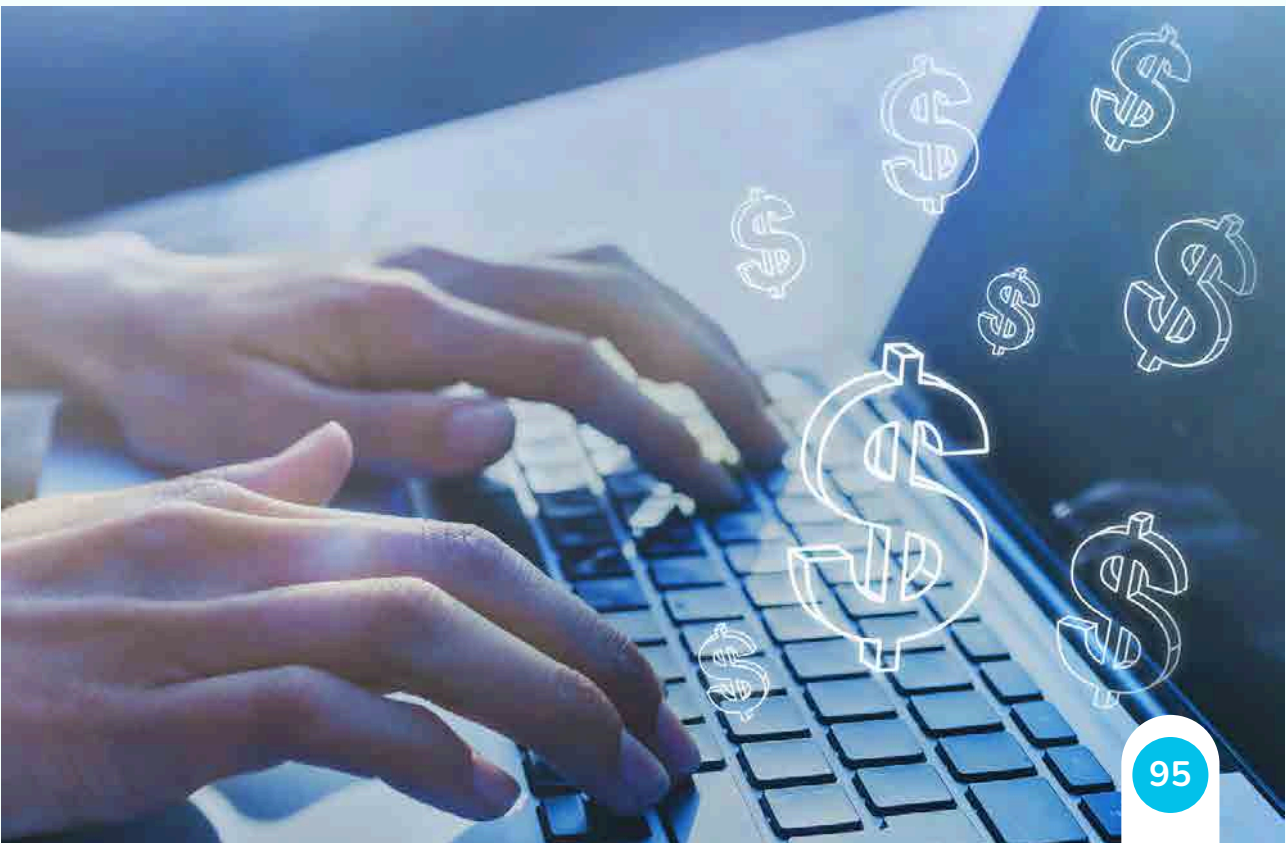
Providing excellent customer service is essential to retaining customers and building a good reputation.

Businesses should respond to customer messages and emails promptly and effectively, and resolve customer complaints and issues satisfactorily.

- **Participate in promotions:**

Both Alibaba and Amazon offer promotions that help sellers attract customers and increase sales.

Businesses should participate in these promotions to reach more potential customers.





PART 3

**GUIDELINES FOR ORGANIZING
E-COMMERCE ACTIVITIES FOR
WOMEN-OWNED SMALL AND
MEDIUM ENTERPRISES**



I. E-commerce website for sales

According to Decree 85/2021/ND-CP, e-commerce websites that do not have online ordering and payment functions are not required to notify the Ministry of Industry and Trade. Only websites that have online ordering functions or provide e-commerce trading floor services need to register or notify this agency.

1. Conditions for establishing an e-commerce website to sell products

- Is a trader, organization with business registration or individual who has been granted a personal tax code.
- The website has a valid domain name and complies with regulations on information management on the internet.
- Completed notification procedures with the Ministry of Industry and Trade (as instructed below).

2. Procedures for notifying e-commerce websites selling products

Subject of implementation

- Merchant.

An organization whose functions and tasks include organizing the sale of goods, providing services or conducting e-commerce activities.

Individuals who have been granted a personal tax code and are not required to register for business according to the provisions of law on business registration.

Procedure

Perform at the E-commerce Management Portal: <http://online.gov.vn/>

Step 1: Register a login account with the following information:

1. Name of trader, organization, individual;
2. Business registration number of the trader or establishment decision number of the organization or personal tax code of the individual;
3. Business/activity area;
4. Head office address of the trader, organization or permanent residence address of the individual;
5. Contact information.

Step 2:

- Within 3 working days, if the information is complete, the trader, organization or individual will be granted a login account and go to step 3;
- If the account registration is rejected or additional information is required, the trader, organization or individual must re-register or supplement as required.

Step 3:

- Within 3 working days, if the information is complete, the trader, organization or individual will be granted a login account and go to step 3;
- If the account registration is rejected or additional information is required, the trader, organization or individual must re-register or supplement as required.

Step 4: Within 3 working days, the Ministry of Industry and Trade will respond via email with one of the following contents:

- **Confirm complete and valid declaration information:** Indicates that the declaration information is incomplete or invalid; return to step 3 to modify or supplement the information. Within 10 working days from receiving the notice requesting additional information, if the trader, organization or individual does not respond, the notification file will be terminated and the notification will be re-issued from step 3.
- **Result:** The Ministry of Industry and Trade will send traders, organizations and individuals a code to attach to the e-commerce website and display it as an icon. This icon will lead users to information about traders, organizations and individuals on the e-commerce management portal as follows:

Địa chỉ tên miền:

Tên Doanh nghiệp:

MST/ĐKKD/QĐTL:

Trụ sở Doanh nghiệp:

Tỉnh/Thành phố:

Quốc gia:

Điện thoại



An e-commerce service website is an e-commerce website established by a trader or organization to provide an environment for other traders, organizations, and individuals to conduct commercial activities. E-commerce service websites include the following types:

E-commerce trading floor	Online auction website
Online promotion website	Other types of websites as prescribed by the Ministry of Industry and Trade

Traders and organizations shall register online with the Ministry of Industry and Trade to establish a website providing e-commerce services after the website has been completed with full structure, features and information according to the service provision plan, has been operating at the registered domain name address and before officially providing services to users.

- Registration documents include:

- + Application for setting up a website providing e-commerce services;
- + Copy from the original book or certified copy or copy presented with the original for comparison of the establishment decision (for organizations); electronic copy from the original book or certified electronic copy from the original; business registration certificate or enterprise registration (for traders), business license (for foreign investors, economic organizations with foreign investment capital);

Service provision project as prescribed in Clause 3, Article 54 of this Decree;

Other documents as prescribed by the Ministry of Industry and Trade

Sample service provision contract, general terms of transaction, if any;

Regulations on management of the operation of websites providing e-commerce services comply with the provisions of this Decree and relevant legal provisions;

II. What is the process for registering a website providing e-commerce services?

According to Article 15 of Circular 47/2014/TT-BCT and Clause 4, Article 1 of Circular 21/2018/TT-BCT, the registration process for websites providing e-commerce services is as follows:

1

The reception and processing of registration dossiers for websites providing e-commerce services is carried out online by the Ministry of Industry and Trade at the E-commerce Management Information Portal at www.online.gov.vn.

To declare records, traders and organizations access the E-commerce Management Portal and perform the following steps:

2

Step 1: Merchants and organizations register for a system login account by providing the following information:

- Name of trader, organization;
- Business registration number of the trader, establishment decision number of the organization;
- Business/activity field;
- Head office address of the trader or organization;
- Contact information

Step 2: Within 3 working days, traders and organizations will receive results from the Ministry of Industry and Trade via the registered email address regarding one of the following contents:

- If the account registration information is complete, the trader or organization will be given a system login account and proceed to Step 3;
- If account registration is rejected or additional information is required, the trader or organization must re-register or provide additional information as requested.

Step 3: After being granted a system login account, the trader or organization logs in, selects the function of Registering a website providing e-commerce services, declares information according to the form and attaches the registration documents specified in Article 14 of this Circular.

Step 4: Within 7 working days, the trader or organization will receive feedback from the Ministry of Industry and Trade via the registered email address regarding one of the following contents:

Confirm that the registration documents are complete and valid and request the trader or organization to continue with Step 5.

- Notification of invalid registration or request for additional information. Then the trader or organization returns to Step 3 to re-declare or supplement information and documents as required.

Step 5: *After receiving the notice confirming the complete and valid dossier, the trader or organization shall send to the Ministry of Industry and Trade (Department of E-commerce and Digital Economy) a complete registration dossier (paper copy) as prescribed in Article 14 of this Circular.*

Traders and organizations are responsible for monitoring the status of application processing via email or the granted system access account to update and edit information as required.

3

4

Within 30 working days from the date of receipt of the notice requesting additional information in Step 4 as prescribed in Clause 2 of this Article, if the trader or organization does not respond, the registration file on the system will be terminated and the trader or organization must re-register from the beginning.



PART 4

FAQ





ASK

I sell Thai Nguyen tea products on the Shopee e-commerce platform. How can I reach natural customers on the platform without advertising?



ANSWER

To reach customers organically on Shopee without advertising, you can:

1. Optimize product titles and descriptions: Use related keywords such as "Thai Nguyen tea", "specialty tea", "green tea" to help customers easily find your products when searching.
2. Using clear, attractive images will attract customers' attention and create a good first impression.
3. Choosing the right category helps your products appear where customers are searching.
4. Provide good service to satisfy customers and leave good reviews, thereby increasing product reputation and ranking.
5. Participate in Shopee promotions: Such as flash sales, free shipping to increase visibility and attract new customers.
6. Engage with customers: Respond quickly to questions and feedback to increase trust and drive purchases.
7. Additionally, you can learn more about how to increase organic traffic on and off the platform.



ASK

I am a coffee manufacturing business, is my product suitable for livestream sales on e-commerce?



ANSWER

Coffee products are completely suitable for livestreaming on e-commerce because: You can introduce the brewing process, typical flavors and how to use them to attract customers; Share stories about the origin, quality and uniqueness of coffee to increase trust and love from customers; Interact directly with customers by answering questions, consulting suitable products, creating a feeling of being cared for; To boost sales, you can design discount combos, call to action to buy now on livestream to get a 20% discount.... You can see many coffee businesses have large revenue from livestreaming on e-commerce platforms.

ASK

My fashion business targets young people (18-30 years old), currently selling on Shopee and Lazada is not effective. Should I continue selling on these two platforms and expand to TikTok Shop?



ANSWER

You should continue selling on Shopee and Lazada, and expand TikTok Shop to increase business efficiency. Because:

- Shopee and Lazada are two popular platforms, suitable if you optimize attractive product images and descriptions, targeting young people; participate in big promotions from the platform to increase visibility; at the same time, you should focus on customer care such as quickly replying to messages, creating discount codes for old customers on the platform.
- TikTok Shop: is a platform suitable for young people, you can attract customers through video content such as outfit tips, product introduction, combining livestream sales to increase direct interaction, create connection and trust with target customers.

Combining all three platforms will help you improve business efficiency and reach more customers.

ASK

When customers leave negative reviews on my sales Fanpage, how should I handle it to maintain my brand's reputation?

ANSWER

- To handle negative reviews on your sales Fanpage and maintain your brand's reputation, you should:
- **Respond publicly quickly:** Respond to reviews within 1-2 hours in a polite and positive manner. For example: "Thank you for your feedback, we're sorry your experience wasn't what you expected."
- **Avoid public arguments:** Don't argue or blame the customer. Stay calm and show respect, even if the feedback is unreasonable.
- **Provide a solution:** Suggest a solution publicly such as exchanging the product, refunding, or contacting for more detailed support. For example: "We look forward to assisting you further. Please inbox so the team can process it more quickly."
- **Direct Contact:** Send a private message to better understand the issue and resolve it satisfactorily. Personalized care will help customers feel respected.
- **Follow up and improve:** Make a commitment to improve to avoid similar problems from happening again. Update this information publicly as needed to show other customers that you are open to learning.

A professional, thoughtful response not only appeases an unhappy customer, but also creates goodwill with other customers who follow the Fanpage.



ASK

I am a business that produces and trades medicinal tea, recognized as a creative startup. If I want to sell products on international e-commerce platforms like Amazon, will I receive any support from the government?

ANSWER

According to point b, clause 6, article 22, Decree 80/2021/ND-CP, if your business - recognized as an innovative startup - will be supported when registering to sell products on international e-commerce platforms such as Amazon.

Specifically:

1. Support consulting on account registration on international e-commerce platforms:

- The State supports up to 50% of the consulting contract value to successfully register a sales account on international e-commerce platforms.
- However, the support level does not exceed 100 million VND/contract/year/enterprise.

2. Account maintenance cost support:

- The State supports up to 50% of the cost of maintaining accounts on international e-commerce platforms such as Amazon.
- The support level does not exceed 50 million VND/year/enterprise and is applicable for a maximum of 02 years from the date the account is successfully registered.



ASK

I am a B2B business with products of construction materials, so can I use social networks like Facebook and Zalo to do business? Currently, I still do business in the traditional way.

ANSWER

B2B businesses like yours can absolutely sell on social networks like Facebook and Zalo. However, to reach out effectively, you need to:

- **Identify target audience:** Contractors, construction companies, project owners.
- **Increase brand awareness:** Build a professional Fanpage/Zalo OA, share case studies and real projects.
- **Increase sales:** Use industry and region-targeted advertising, incorporating special offers for business customers.
- **Build long-term relationships:** Create a Zalo group for technical consulting and direct customer care.

Combining traditional business and social networks will help businesses increase brand awareness, boost sales, and connect with B2B customers more effectively thanks to the ability to reach a wide range of people and interact quickly.



ASK

I have a website to introduce cereal powder products, the website has full information and product images. The website does not have online ordering and payment features, customers can only leave contact information, do I need to notify the Ministry of Industry and Trade about the e-commerce website selling products?

ANSWER

The website does not have online ordering or online payment functions. According to Decree 85 amending Decree 52, if the website does not provide these functions, it is not required to declare to the Ministry of Industry and Trade. However, if the website later adds online ordering or payment functions, the declaration will be required.



ASK

Do I need to register a trademark or product certification before selling on international e-commerce platforms?

ANSWER

Yes, you should register your trademark and product certification before selling on international e-commerce platforms to:

Brand protection:

- Register your trademark to avoid being copied and join the brand protection program (Brand Registry) on Amazon.

For products such as food and cosmetics, you need certifications such as FDA (USA) or CE (Europe) to ensure compliance with international regulations.

Procedures to be performed:

1. Trademark registration:

- Prepare trademark samples, product catalogs, business information and submit them to the Vietnam Intellectual Property Office or corresponding international agencies.

2. Product certification:

- Identify target market requirements (FDA, CE, etc.).
- Submit documents including test results, product ingredients and labels.
- Work with a consultant to get it done quickly and accurately.

This helps ensure regulatory compliance, protect your brand, and increase your reputation in the international market. Check the details on the international e-commerce platform you want to join.



ASK

I am doing B2B business of handicraft and lacquer products, mainly for export. If I want to expand retail in the Vietnamese market, should I choose to sell on e-commerce platforms or social networks?

ANSWER

To develop domestic retail for lacquer products, first, it is necessary to identify the characteristics of the target customers. Customers of this product can be the group of people aged 25-55, who love art, unique products, and often buy for decoration or as gifts, with a stable income. **You can combine both social networks and e-commerce platforms.**

Because:

Social networks (Facebook, Instagram) allow advertising to be precisely targeted by age and interests, easily reaching the right target audience if there is an attractive communication message.

E-commerce platforms (Shopee, Lazada, Tiki): Suitable for selling compact, mid-range products, or as gifts. E-commerce platforms support operations and help increase customer numbers through promotional programs. In addition, e-commerce platforms also meet the increasingly popular online shopping behavior in Vietnam.



ASK

I sell silk fashion products. What should I do when my competitors on the e-commerce platform set the price of the same product too low?

ANSWER

Don't race to reduce prices, instead focus on value and differentiation, you should:

Increase brand value:

- Emphasize silk quality, unique designs, and product origin.
- Invest in professional images and videos to make your products look more premium.

Providing superior service:

- Include luxury packaging or small gift to make an impression.
- Flexible return policy and quick customer support.

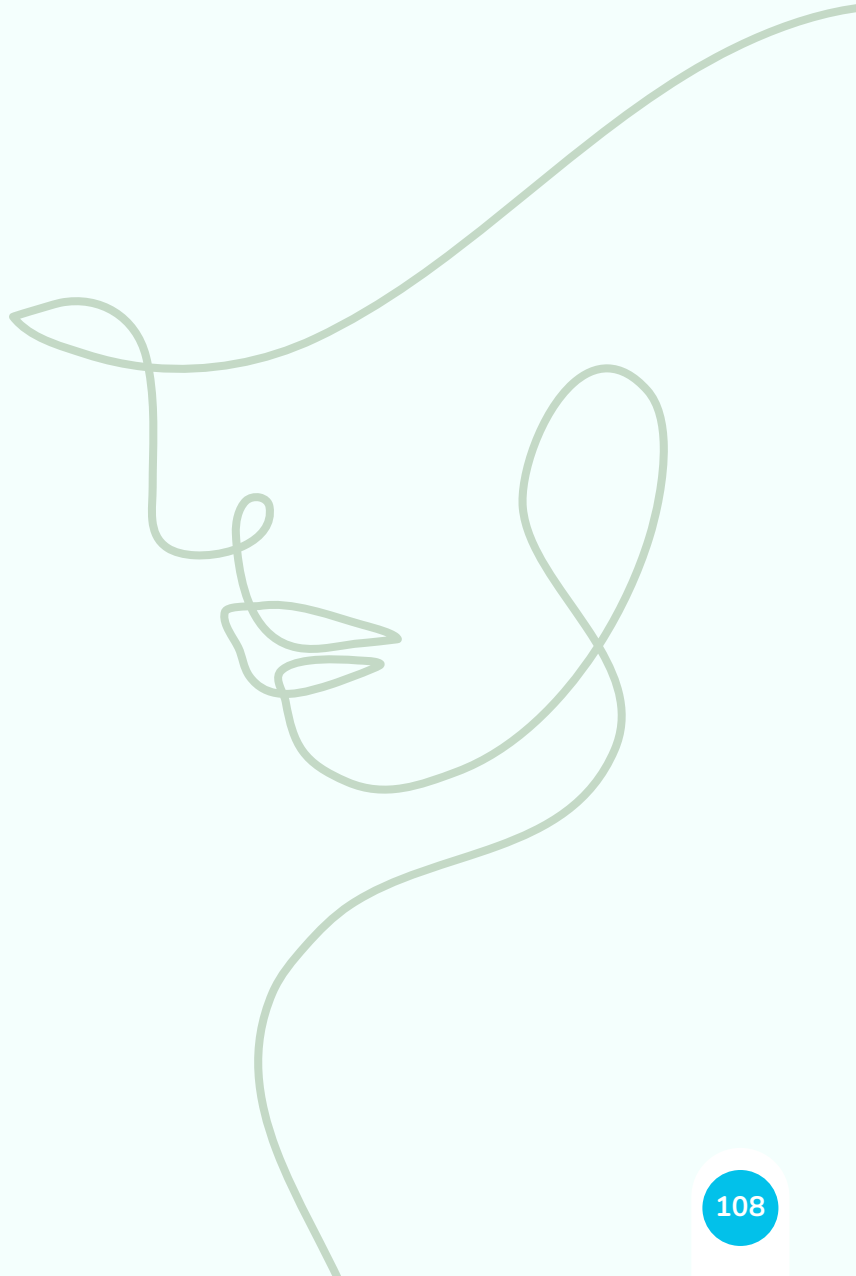
Create smart offers:

- Combine product combos, give discount codes to loyal customers.
- Join the exchange's promotions to increase visibility.

Bottom line: Compete on product value and customer experience rather than deep discounts.

This will help you maintain your profits and build your brand over the long term.

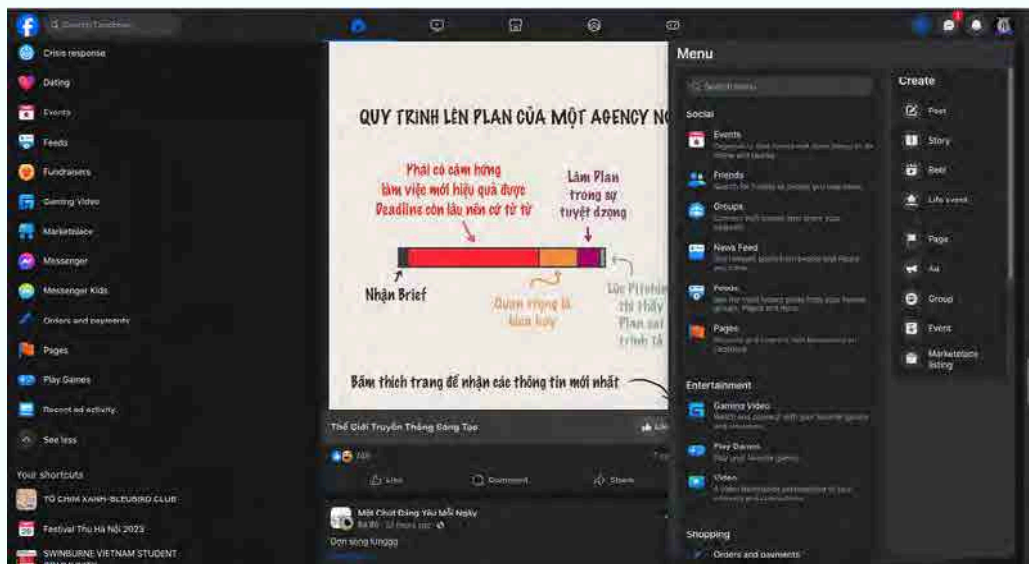
ATTACHED APPENDIX



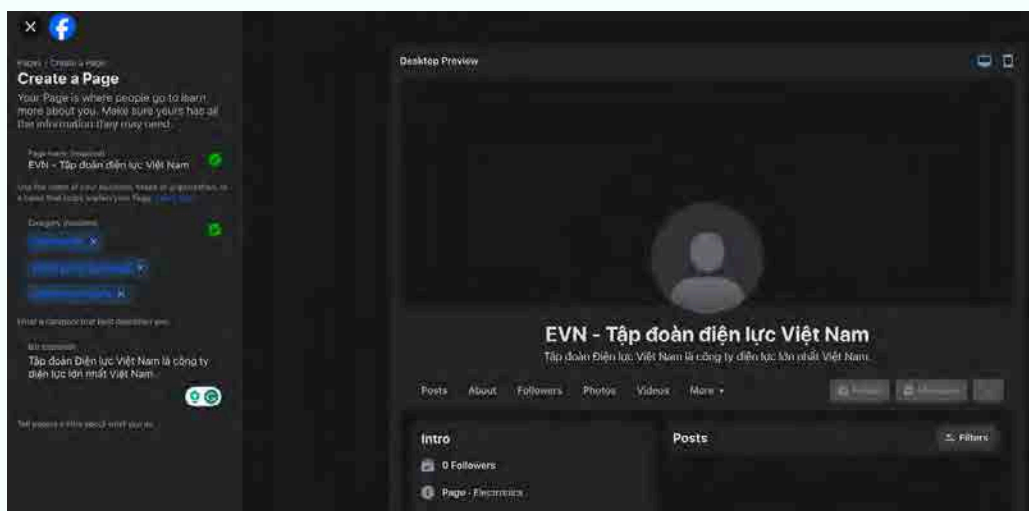
Appendix 1

Fanpage setup guide

To create a fanpage, a business needs a personal Facebook account. Then, follow these steps:



Step 1: Access the business's personal Facebook page



Step 2: Fill in basic information



Orange Juice

7.7M followers 70 following

Following

Message

Search

Posts About Mentions Reviews Followers Photos More

Intro

The ONLY official page managed by Orange Juice.

Page Journalist

orangejuice.com/oranges

Rating: 5.0 (4,701)

Photos

See all photos



Posts

Filters



Orange Juice

18 January 2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. #food



Juliane Gray, Nasi Her and 2K others

26 Comments 2 Shares



Like



Comment



Share



Most relevant



Write a comment

Emoji Reactions



Bananas Updates

Awesome nutrition profile #food



Like

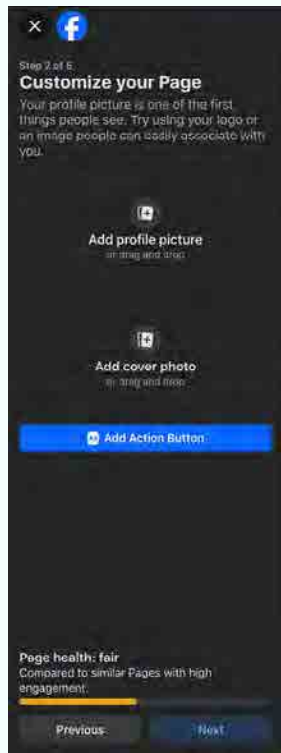


Reply



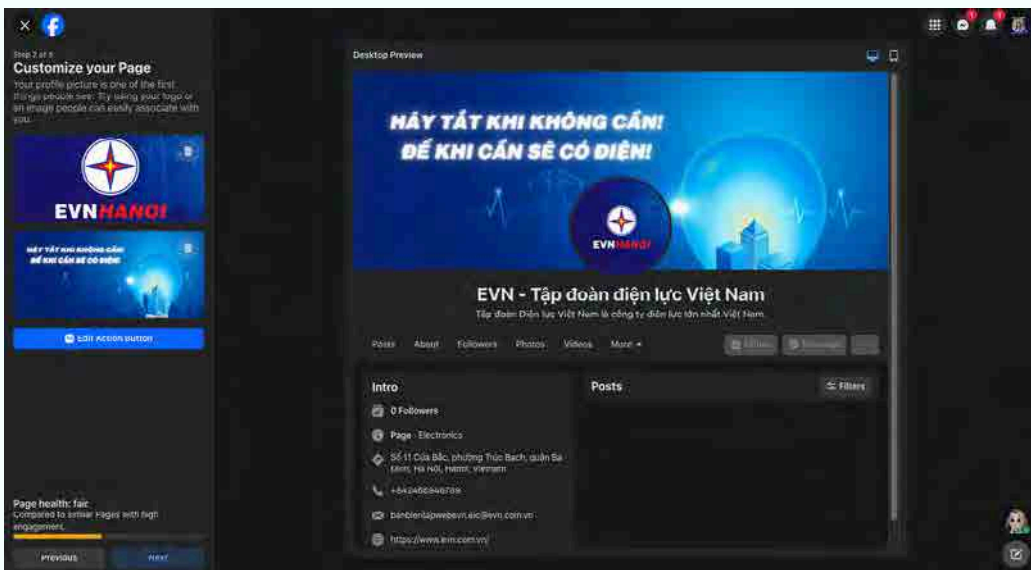
More

View 20 more comments



"Fanpage profile picture is 170x170 pixels (on most computers). But this picture will appear as 128x128 pixels on smartphones."

Use a brand symbol as your profile picture.



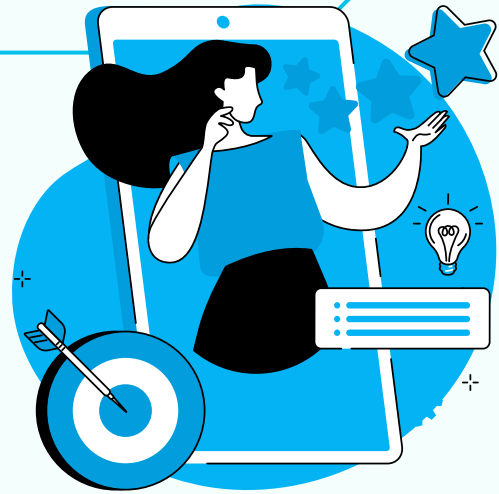
"Banner: 851x315 pixels (recommended), display size on smartphones is 640x360 pixels. Video works better than photos (20-90 seconds long) "

Step 3: Enter information about your business's fanpage, including name, description, website, phone number, address, profile picture, cover photo and call-to-action button.

Appendix 2

How to create an Instagram page

Instagram pages are similar to fanpages on Facebook, a place for businesses or individuals who want to develop their brand and create content to attract users on the Instagram application for business purposes or to build their own brand.



Easily create a personal blog page for your business to post images and share with more people

Easily reach more users, especially young customers

Used for business, linking Instagram with the business's existing Facebook fanpage

Add business details like hours, location, and phone number

Check the performance of your business posts or ads

Detailed instructions

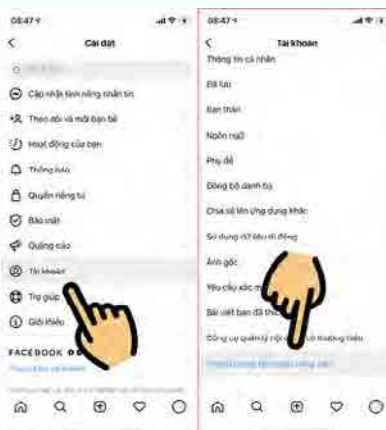
Step 1: Open the Instagram app and log in to the seller's account, then the seller will go to the personal page wall and click on the 3 horizontal lines above.



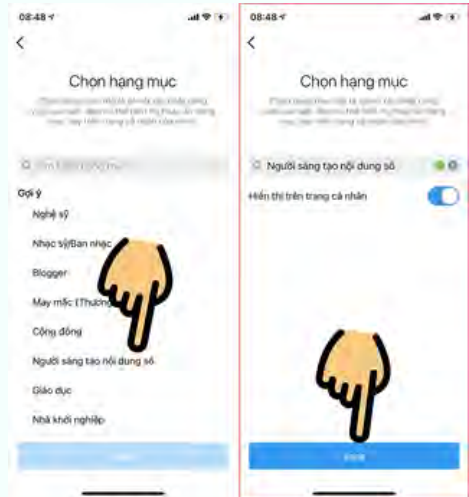
Step 2: Select Settings



Step 3: Select Account, then select Switch to work account



Step 4: Select your Instagram account category. For example, I will select Digital Content Creator. Then click Done.



Step 5: Select the account type as business if the business wants to use it for business or content creator if the business wants to create content. Next, complete the steps to complete the page and you're done.



Appendix 3

Instructions for creating a Zalo OA account

Zalo OA account supports a number of key features such as content notification and community development, building customer care solutions and buying and selling, and doing business on Zalo.

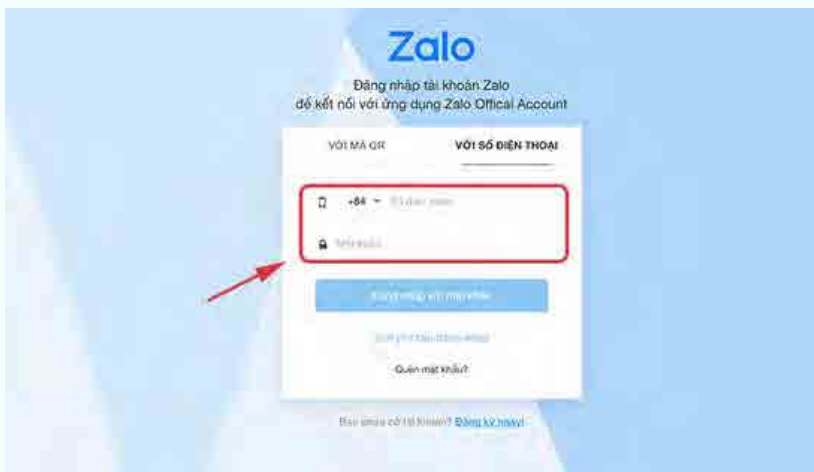
Step 1:

Go to <https://oa.zalo.me/home> -> Select Create Official Account.



Step 2:

Log in to your business zalo account.

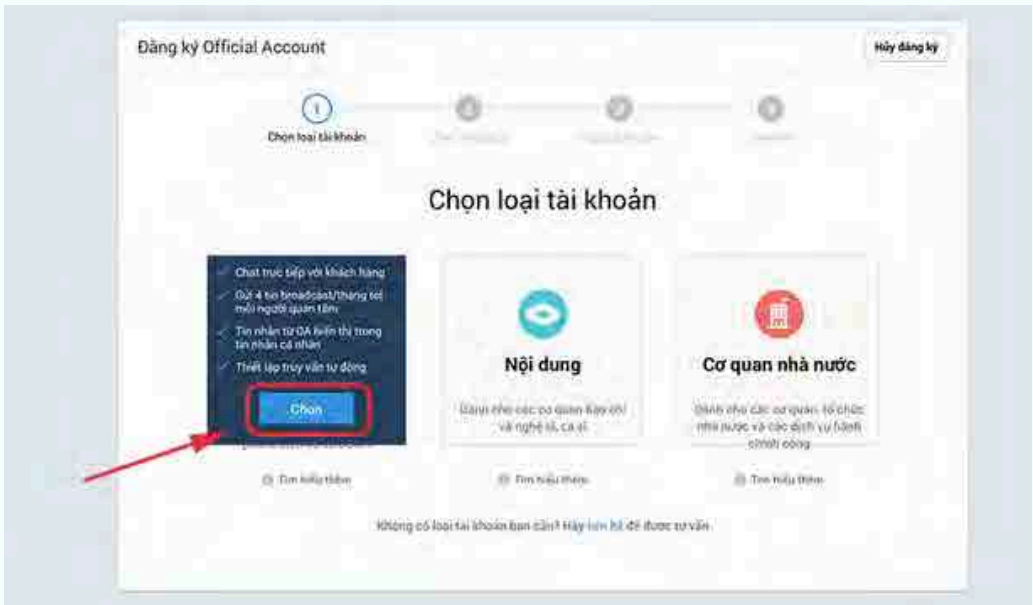


Step 3:

After logging in, the business will be redirected to the account type selection interface. If the business creates a Zalo Page for business purposes, select the Business account type.



Move the mouse to the Business item -> Select.



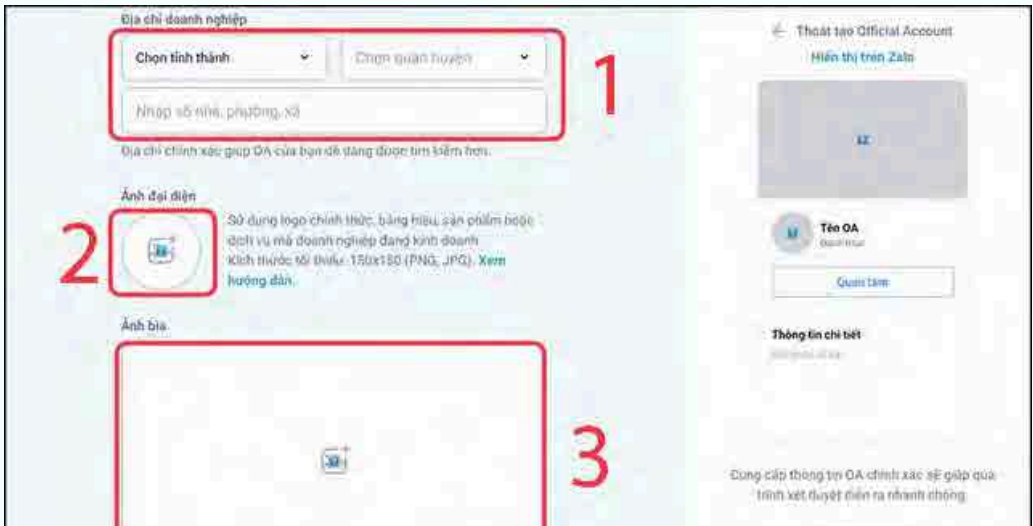
Step 4:

Select the business item in the Activity Category section > Enter the business's Zalo OA name in the Official Account Name -> In the Introduction section, write some brief information about the store.



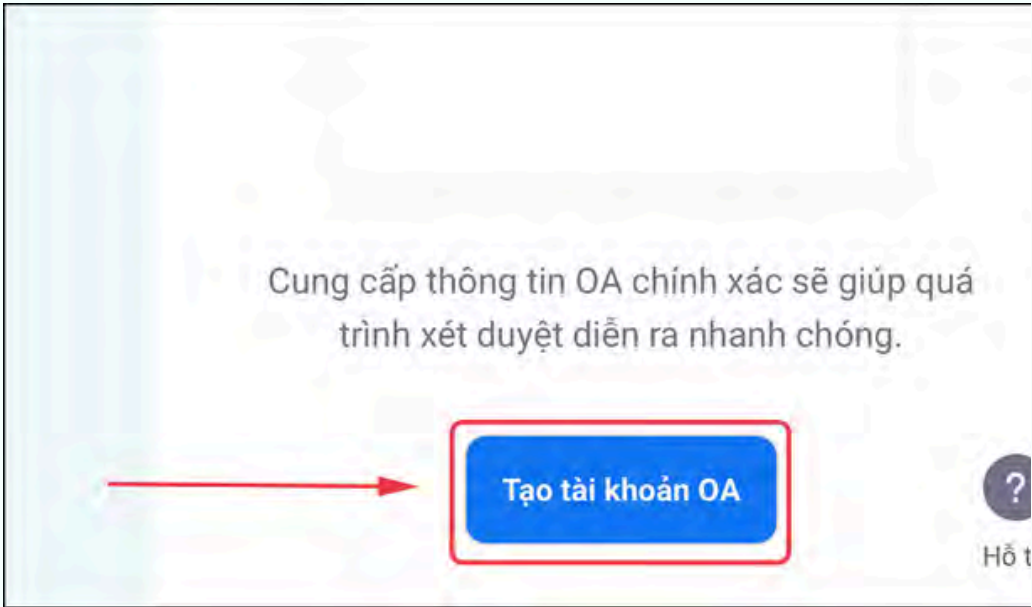
Step 5:

Continue to fill in Business Address -> Update Profile Photo and Cover Photo for the business's Zalo OA.



Step 6:

Select Create OA account to complete.



Using Zalo Page, Zalo OA is simple

Currently, businesses can use Zalo Page accounts on both phones and computers. However, when using a phone, businesses can only text with customers, while the computer version will equip businesses with many outstanding management features.

Broadcast (Send mass messages)

The Broadcast feature allows businesses to send promotional messages to multiple customers at the same time. This solution will help businesses save time and reach more customers.



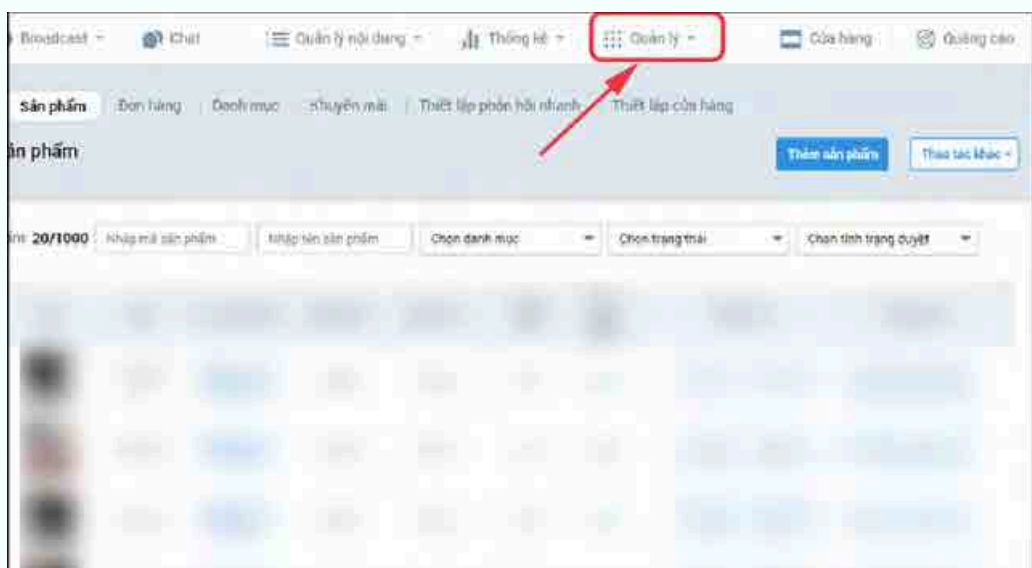
Content Management

This is the area where businesses can post sales and product advertisements. In addition, businesses can post images or videos to make the article more vivid.

Statistical

This feature allows businesses to check Zalo Page parameters after a period of operation such as: Most viewed posts, number of people sending messages to the business's Zalo Page every day, customer statistics by age, gender, geographic area, etc. Thanks to that, businesses can plan their business more effectively.

Manage		
Edit shop information	Set up greetings, replies, auto queries, menus	Upload supporting documents
Name, category, address, phone number,...	Similar to Chatbot	such as business license, advertising



Step 1

Go to the link oa.zalo.me, then log in with your **Zalo account (mobile phone number + password)**

Step 2

Click on **“Create new Official Account”**, fill in all required information and click on **“Finish”**.– Click on **“Create new Official Account”**:



Select **“Store”** type



Select the appropriate subcategory:

Fill in all information and click **“Finish”** to complete registration.

Step 3

After completing the registration, the system will automatically approve the OA within 5 minutes.

Step 4

The Board of Directors will review the information and reject invalid registrations.



Appendix 4

How to create a YouTube channel



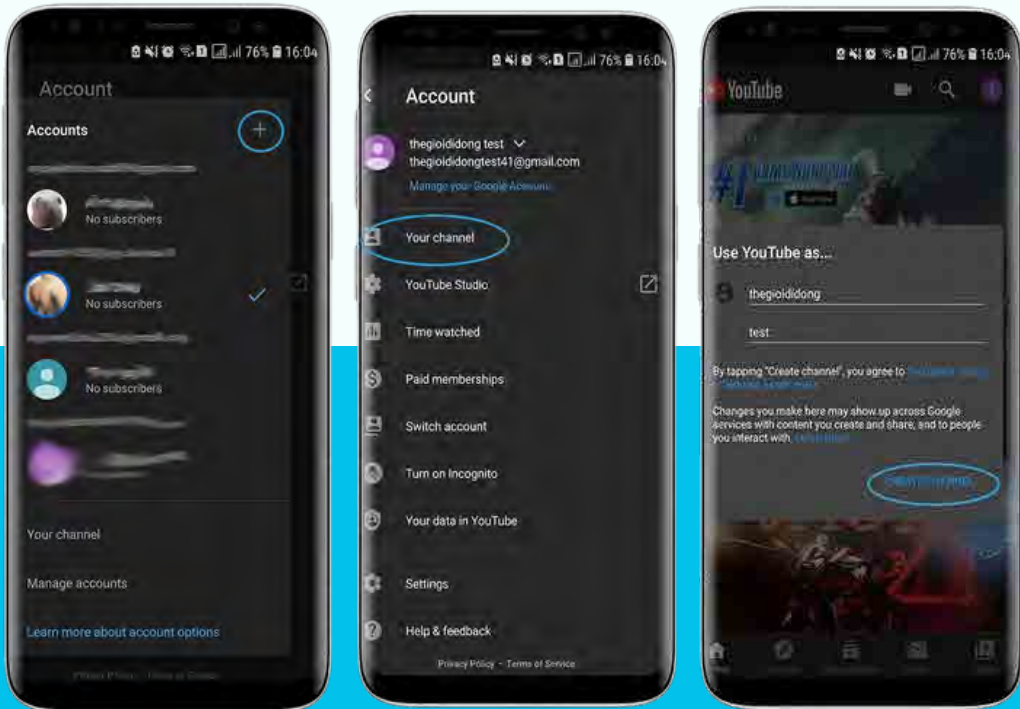
■ Are you planning a breakthrough project on YouTube? Want to become a "star" creating content that attracts millions of viewers?

Don't worry, your business's journey to conquer YouTube will become easier than ever with this "secret guide"!

**Breakthrough with
YouTube: "A Detailed Guide
for Beginners"**

Unlock the YouTube Door

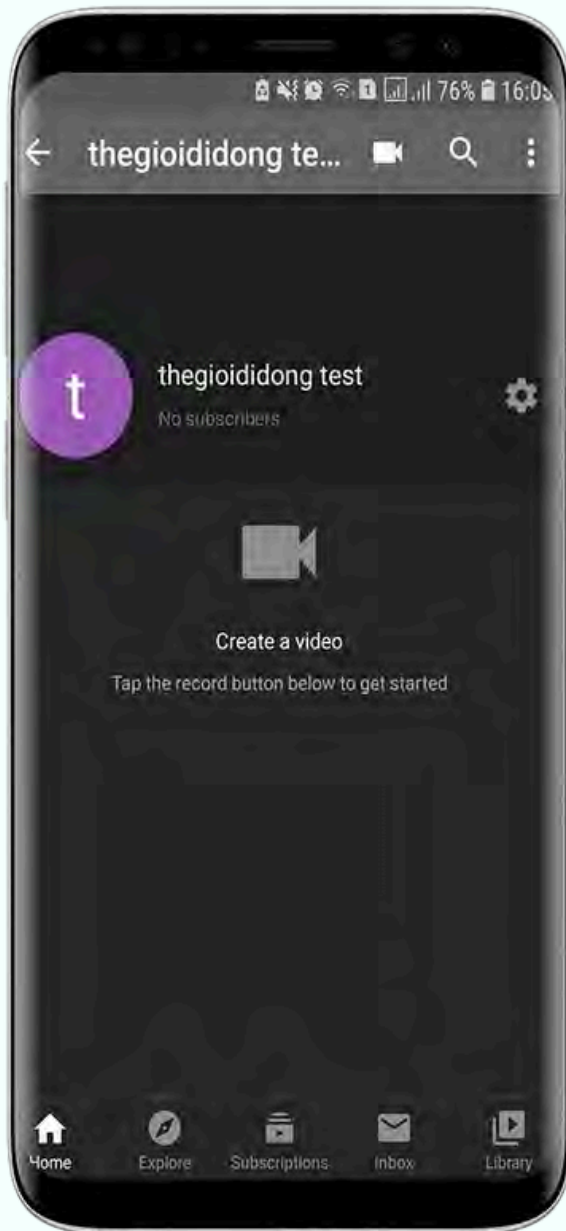
Step 1: Go to the YouTube app to log in with the Google account you just created.



Step 2: Once logged in, click on your avatar and select "My Channel"

Step 3: Name your business's Personal Channel and click "Create Channel"

So the business has just created a personal YouTube channel for its account using the phone.

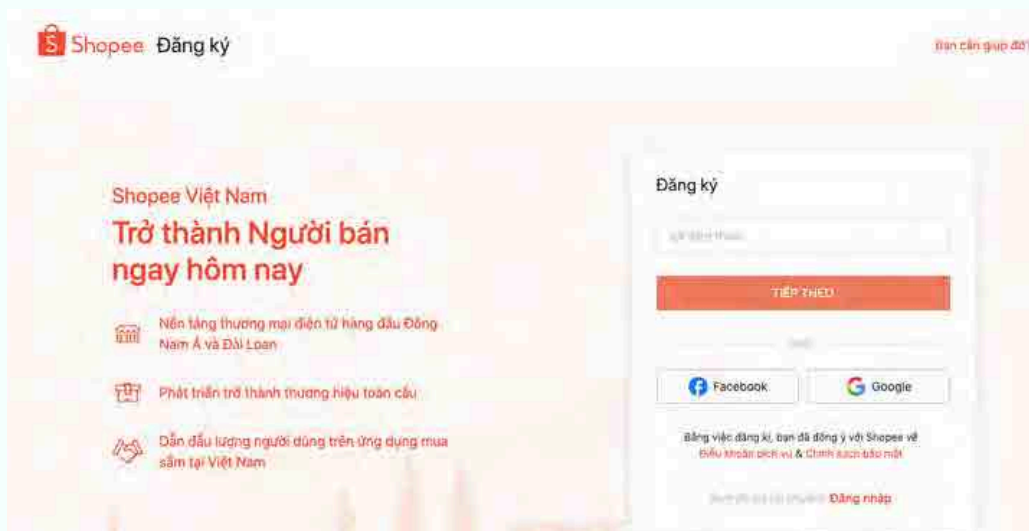


Appendix 05

How to create a store on Shopee

1. Register a sales account on the Seller Channel

- Before being able to log in to Shopee Seller Channel, businesses need to register and create a sales account on a computer.
- On Shopee Official Website, select Register.
- Enter a valid Phone Number in Vietnam -> select Next.
- Complete the authentication by dragging the puzzle piece to the right to complete the image.
- Enter the OTP verification code sent to the registered phone number via Zalo message/SMS message/Automatic call (depending on the business's choice) > select Confirm.
- Set up Shopee account password -> select Register.



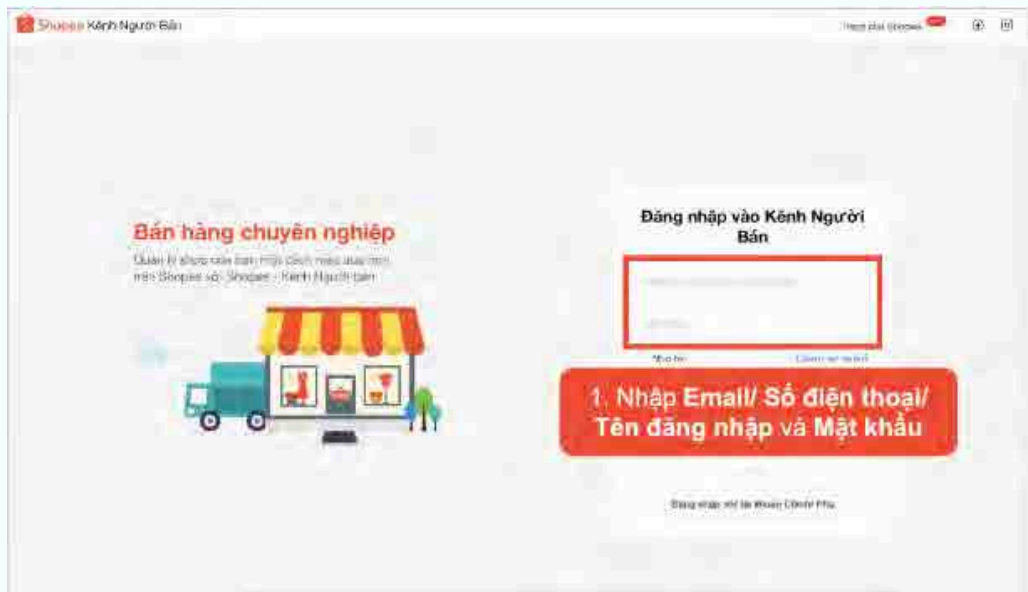
2. Log in and Start Selling on Shopee Seller Channel

If you already have a Shopee account, simply log in to Seller Center on your computer to start selling and post your products for sale right away.

Step 1: Access Seller Channel

Step 2: Fill in Email/Phone number/Username and password

Step 3: Click Login to access Shopee Sales Channel



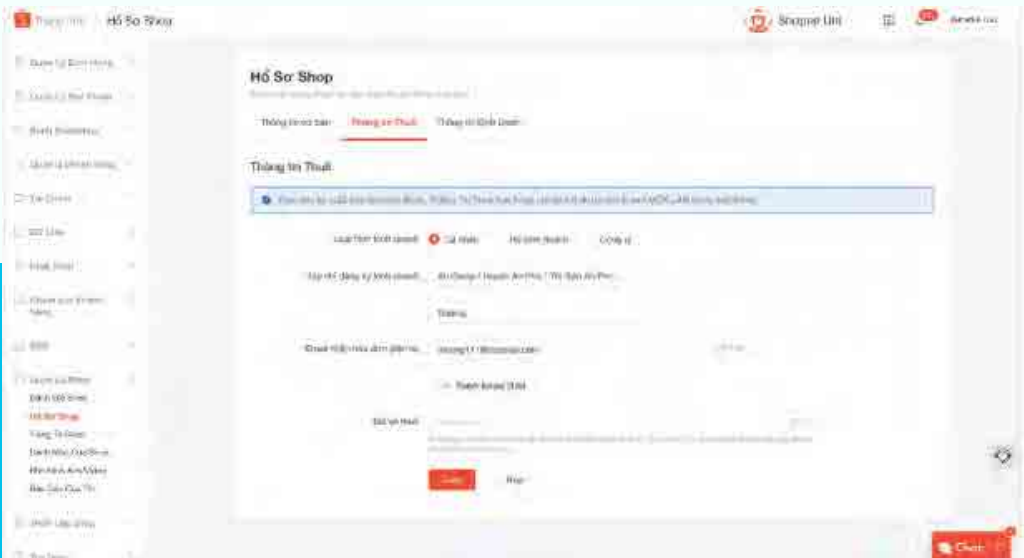
Step 4: Fill out the Shopee Seller Registration Form to complete the process of becoming a Shopee Seller.

1. Fill in Shop Information.

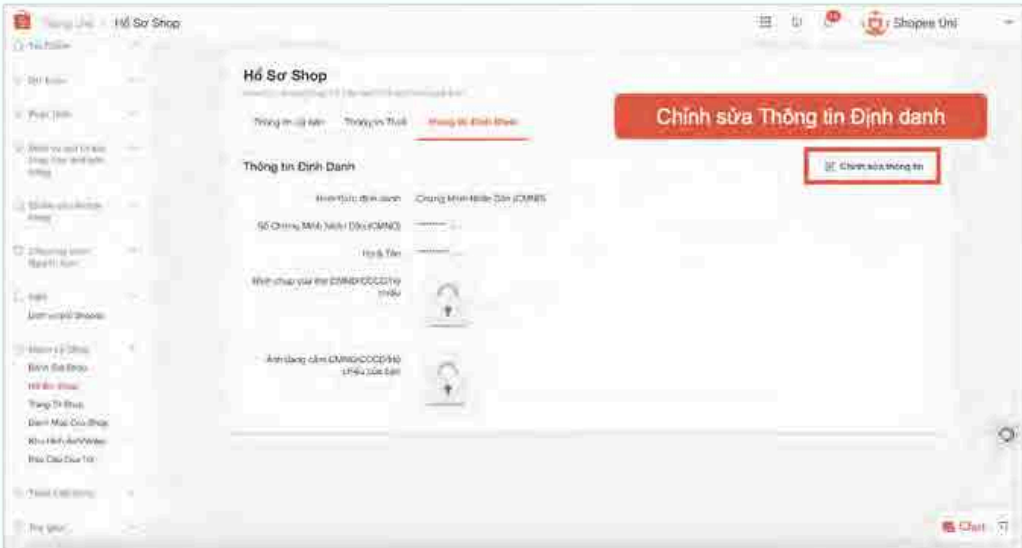
2. Set up Shipping Settings.

3. Fill in Tax Information:

- Seller chooses appropriate Business Type: Individual, Business Household or Enterprise
- Seller fills in Business Registration Address and E-mail address to receive Electronic Invoice



3. Fill in identification information: Seller chooses 1 of 3 types: CCD, ID card or Passport to fill in verification information.



4: Once completed, the Seller selects Finish to confirm the information filled in and complete the Shopee Seller Registration.

Note: Sellers provide complete, honest and accurate information to serve tax management, e-commerce management, and ensure safety for online transactions for Consumers.

Post products on Shopee

Once you have successfully created a shop on Shopee, the seller will need to post products for sale on this e-commerce platform. To post products for sale on Shopee, the seller can follow these 5 steps:

Step 1: Access Shopee Seller Channel -> Select Add product



Select "Add product"



Step 2: Fill in the product name, product category and select Next
Step 3: Enter the product description and brand along with warranty information. In addition, sellers need to add eye-catching images to attract customers, remember that the image must be the correct Shopee photo size and have a Shopee photo frame inserted

Step 4: Fill in the exact product weight after packaging including length, width and height

Step 5: Select No in Pre-order if the product is available, provide product status and SKU code (if any)

Thông tin bán hàng
Có thể điều chỉnh sau khi chọn ngành hàng

Vận chuyển
Có thể điều chỉnh sau khi chọn ngành hàng

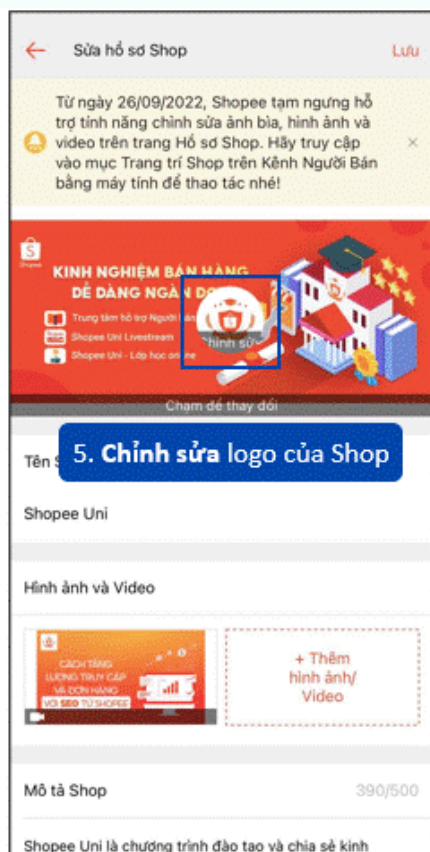
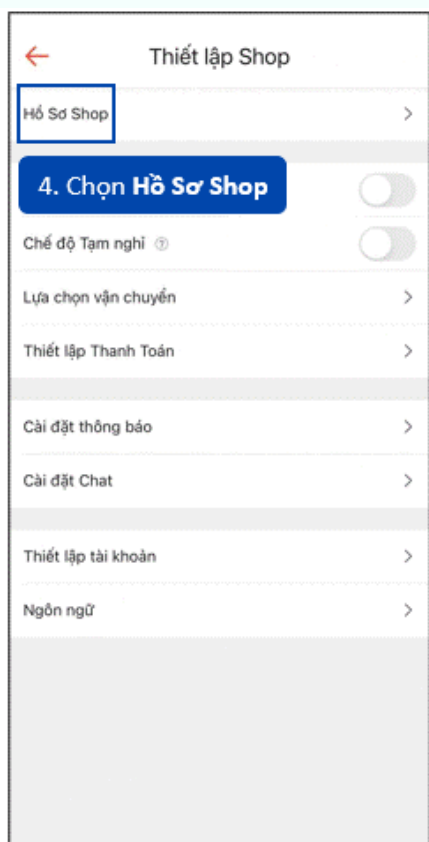
Thông tin khác
Có thể điều chỉnh sau khi chọn ngành hàng

Chat

Edit logo for Shop

Sales channel logos need to be synchronized to increase brand recognition with customers.





⚠ **Note:** In the logo, the Shop should not include personal information (eg personal phone number or Zalo account) or direct links to the Shop's social network account (eg Facebook).

Shipping policy and Instructions for setting up shipping and locating shops

Shopee offers multiple shipping methods for buyers, including:

- Standard delivery: The most popular shipping method, Shopee cooperates with shipping units such as Fast Delivery, Viettel Post, Ninja Van,...
- Express delivery: Fast shipping method, Shopee cooperates with shipping units such as GrabExpress, Now, Ahamove,...
- Economy delivery: Economy shipping method, Shopee cooperates with shipping units such as J&T Express, VNPost, Best Express,...
- Seller self-shipping: Shipping method is performed by the seller himself.

Shipping charges will be calculated based on the following factors:

- Product weight and size: The larger the weight and size of the product, the higher the shipping cost.
- Delivery address: The further away the delivery address, the higher the shipping cost.
- Shipping method: Expedited shipping methods usually have higher shipping costs than economy shipping methods.





Payment policy

Shopee offers multiple payment methods for buyers, including:

- **Cash on Delivery (COD):** The most popular payment method, the buyer will pay cash to the delivery person upon receipt of the goods.
- **Payment via ShopeePay wallet:** Fast and convenient payment method, buyers can pay with ShopeePay wallet on Shopee app.
- **Payment via credit card/debit card:** Safe and secure payment method, buyers can pay by credit card/debit card on Shopee app.
- **Bank payment:** Traditional payment method, buyers can pay via bank on Shopee app.

Payment Setup Guide

Sellers can enable all payment methods on Shopee to best support their customers. To enable payment methods, sellers follow these steps:

- Go to Seller Channel.
- Click on the "Payment" item.
- Select "Payment Settings".
- Activate the required payment method.



Notes when setting up shipping and payment on Shopee

- Sellers should carefully check shipping and payment information before activation to ensure the information is accurate and complete.
- Sellers need to pay attention to Shopee's regulations on shipping and payment to avoid violations and penalties.

Appendix 06

How to create a TikTok account and TikTok Shop



Create TikTok

Go to the TikTok website or TikTok app on your phone.

- Click the "Create Account" button.
- Enter the seller's phone number or email address.
- Enter password.
- Click "Create Account".

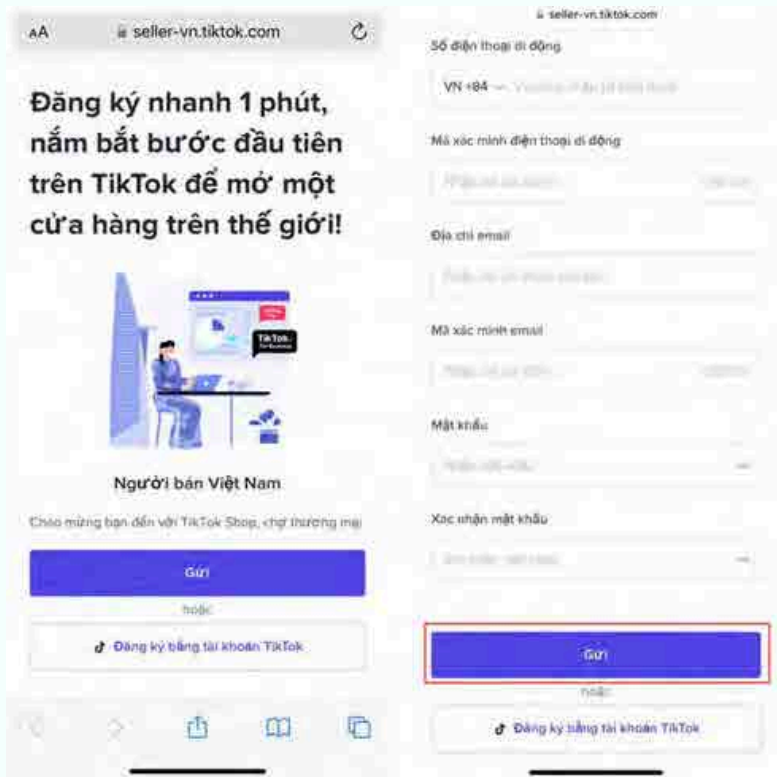
After creating TikTok, sellers need to set up basic information such as name, profile picture,... and start posting videos introducing their products and services.

Create TikTok Shop

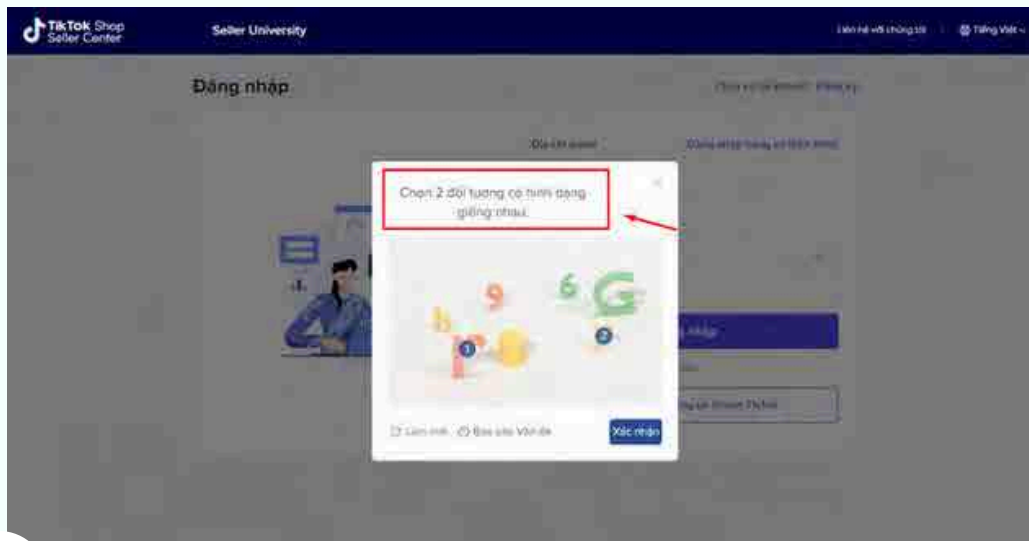
Individual sellers who want to register TikTok Shop for business need:

- Must provide ID card/CCCD and bank account.
- The requirement for account openers is to be Vietnamese citizens and be 18 years of age or older.
- Documents must be scanned in color with clear quality. TikTok does not accept screenshots, blurry images, italics, or cropped content.

Step 1: Access the TikTok Shop registration link seller-vn.tiktok.com. This is the official page to register to open TikTok Shop on your phone in the Vietnamese market.



Register to open TikTok Shop on computer (laptop) in Vietnam market



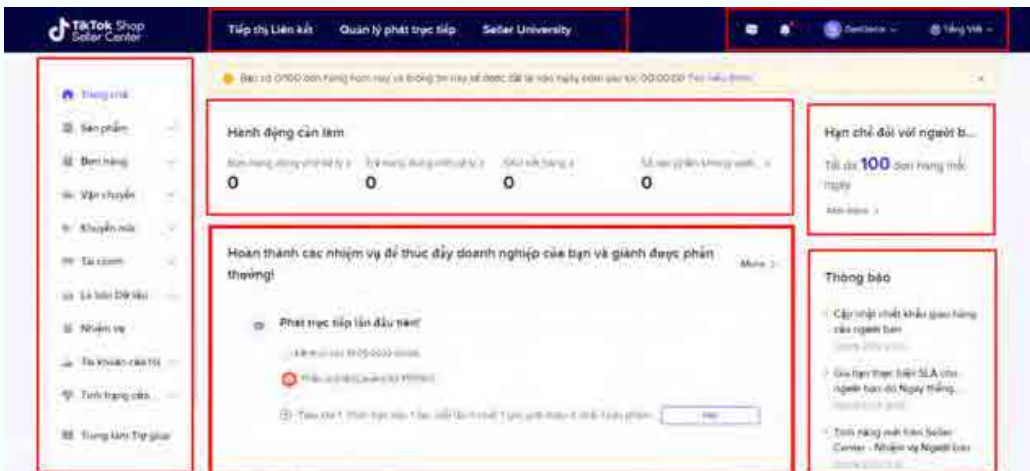
Step 2: Confirm your account. After successfully registering for TikTok Shop on your phone, your business will receive a confirmation email from TikTok. Please access the link in the email to continue the registration process. On the home page interface, select “Start selling”.

Step 3: Confirm information about the business activities of the enterprise in the "Document Verification" section and provide documents as instructed.

Step 4: Declare tax code. After verifying the documents, select “Tax code” and declare the tax code of the registered business.

Step 5: Upload products to start selling, click on “Add first product” and select “Add product” to start posting information about the items that the business wants to sell.

Step 6: Link bank account. Finally, after completing the TikTok Shop registration process on the phone and TikTok has confirmed the information of the 5 steps above, the business proceeds to "Link bank account" to be able to receive money after successful sales.



Appendix 07

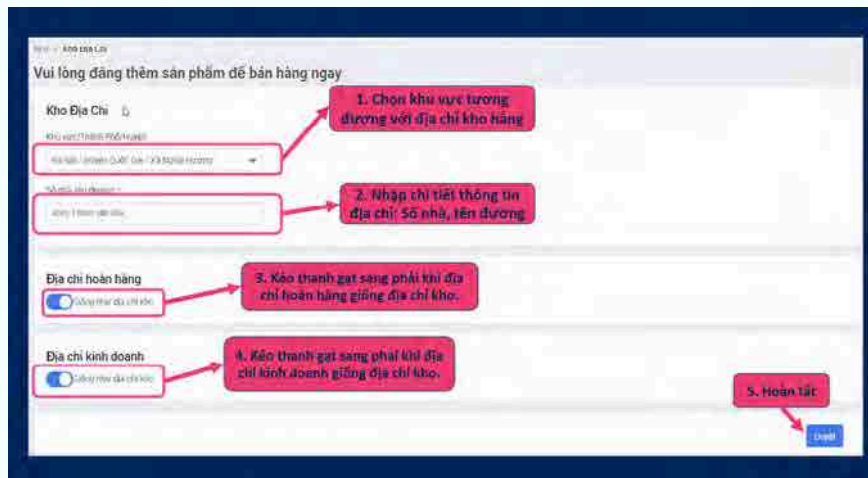
Instructions for creating a store on Lazada



Step 1: Update Email information



Step 2: Update business address and warehouse address



Step 3: Complete the stall owner information

1. Bấm vào dấu + để cập nhật: mặt trước và mặt sau của giấy CMND/Căn cước công dân

2. Bấm vào dấu + để cập nhật: mặt sau của giấy CMND/Căn cước công dân

3. Điền đầy Họ và tên số CMND/Căn cước công dân

Step 4: Post your product for sale

- Post single product





- Instructions for creating products on Lazada

Step 1: Go to *Seller Center* => *Products* [1] => *Manage products* [2] => *Add product* [3]



Step 2: Fill in basic information

Thông tin cơ bản

1. Upload tài hình ảnh sản phẩm

2. Điền tên sản phẩm

3. Chọn danh mục ngành hàng

4. Chọn đường link để tăng tính cạnh tranh

5. Thêm hình đại diện cho sản phẩm

Step 3: Fill in details

Thông tin chi tiết

1. Điền thông tin thương hiệu

2. Thêm chi tiết thông tin thuộc tính

3. Chọn liên từ thêm để điền được nhiều đặc tính

Step 4: Create Variations

Biến thể

1. Điền thông tin cho sản phẩm nếu muốn giá, số lượng list ra sản phẩm giống thì chọn 'áp dụng cho tất cả'

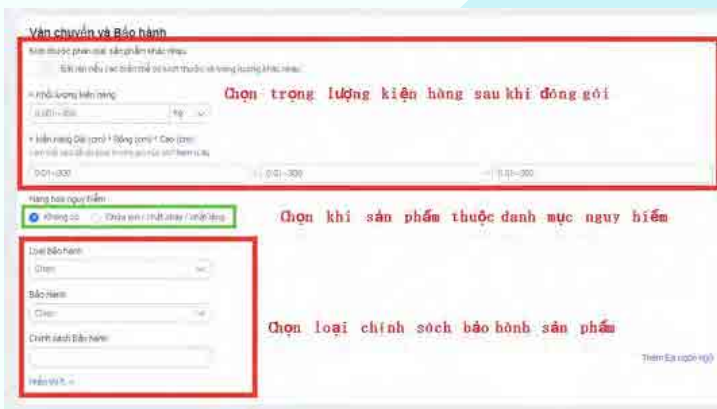
2. Thông tin giá, số lượng và ngày hết hạn cho từng biến thể

3. Chọn thêm biến thể để điền từng thông tin cho mỗi biến thể

Step 5: Enter a detailed description for the product



Step 6: Fill in warranty and shipping information



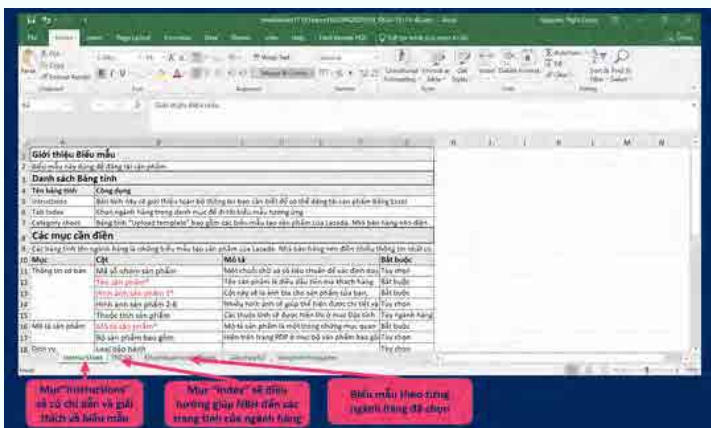
- Instructions for posting products in bulk

Step 1: Go to Seller Center page => Products [1] => Manage products [2] => Add products in bulk[3]

Step 2: Download the mass product creation form



Step 3: Save the form after downloading and fill in the information to create mass products



Step 4: Upload the completed form and check the results



Appendix 08

Instructions for creating a store on Sendo

Step 1: Access the website: <https://ban.sendo.vn/> and fill in the necessary information



Step 2: Set up shop information

Like many other e-commerce platforms, setting up shop information on Sendo also needs to comply with some mandatory regulations. Specifically, the shop name must contain at least 7 digits and must not violate the following:

Impersonating shop names containing the name Sendo, such as Sendo, SENDO, FPT...

Containing titles identified on Sendo.vn (such as Prestigious Shop, Active Shop, Brand Shop...) or words that can easily confuse buyers about reputation.

Contains protected brand names, company names, such as Samsung, Adayroi, Vatgia, Vascara... Use special characters.

The name contains two or more consecutive spaces.

Contains offensive language, violates Vietnamese customs and laws.

Step 3. Fill in the pickup address information

In this step, the seller should update full information about the store or warehouse address so that the shipping unit can easily pick up the goods whenever there is an order.

Step 4. Link Senpay

To link Senpay, the seller only needs to enter the phone number to link and enter the verification code. Note, you should choose the phone number the seller is using because all transactions on Senpay will be notified to the phone so that the seller can be aware.



Step 5. Choose a business form

Sendo currently has 2 main business forms. They are Sendo Shop and SenMall. Sellers can choose 1 of 2 but need to carefully study the sales policy for each specific form.

Step 6. Complete registration to sell on Sendo

After selecting the business form, the seller just needs to click Finish to confirm the sales registration.

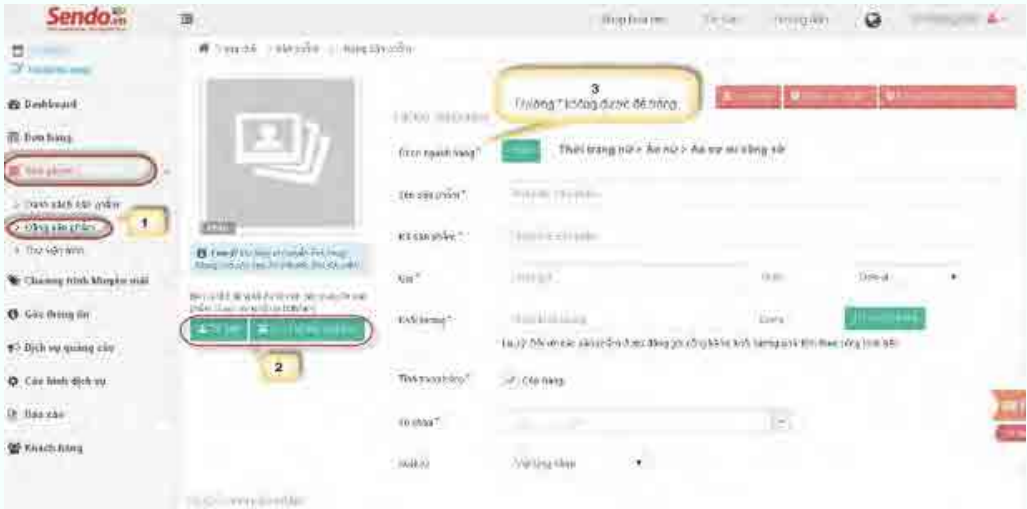
Step 7. Post your product for sale

On the sales page, select Products → select Publish product → fill in product information.

Download product images by clicking Download Image.

Select the product category, fill in all information in the General Information section → select Product Description and update all information about quantity, status or create promotion.

Click Publish product or Publish product and continue creating.



Some notes that sellers need to know before registering to sell on Sendo Before registering to sell on Sendo, sellers need to note the following:

- Use correct information to register.
- Sellers are registered to sell completely free of charge and will only pay for packaging and shipping fees.
- Sellers will be notified of new orders via email. So please keep your email updated, including Spam, to avoid missing orders.
- For products that do not generate orders or are not updated within 30 days, the system will turn off the display and automatically switch to out of stock status.
- If the seller does not log in to the sales account within 90 days, the system will send a notification to the seller. And after 14 days of receiving the notification, if the seller still does not log in, the sales account will be deleted.
- Sellers will have their accounts permanently deleted if they are inactive for over 1 year.

Appendix 9

Instructions for setting up a Tiki store

Step 1:

First, businesses should access the Tiki homepage at <https://Tiki.vn>

Go to “sell with Tiki” in the top right corner of the screen. Click on it and follow the instructions.



Step 2:

At this time, the business is on the “register to sell with Tiki” page. Fill in the account information as required:

- Store owner name
- Store owner's phone number
- Store owner's email address
- Store name
- Does the business have a business license? (Select "already have")
- Store address
- Main business lines

The screenshot shows a registration form for Sellercenter on the Tiki website. The form is titled "Đăng ký bán hàng" and includes the following fields and options:

- Họ và tên chủ cửa hàng:** Text input field with the value "Nguyễn Văn A".
- Số điện thoại của chủ cửa hàng:** Text input field with the value "0123456789".
- Địa chỉ email của chủ cửa hàng:** Text input field with the value "nguyenvan.a@tiki.vn".
- Tên cửa hàng:** Text input field with the value "Cửa Hàng của Tôi".
- Doanh nghiệp của bạn đã có giấy phép kinh doanh chưa?** Radio button options: "Đã có" (selected) and "Chưa có".
- Tỉnh/thành phố:** Dropdown menu with the value "Hà Nội".
- Chọn ngành hàng:** Dropdown menu with the value "Điện Thoại, Máy Tính".

Step 3:

At this step, Tiki will send an account to the Email that the business filled in step 2. Please check your Email to get account information.

Use this registration email to log in to Sellercenter

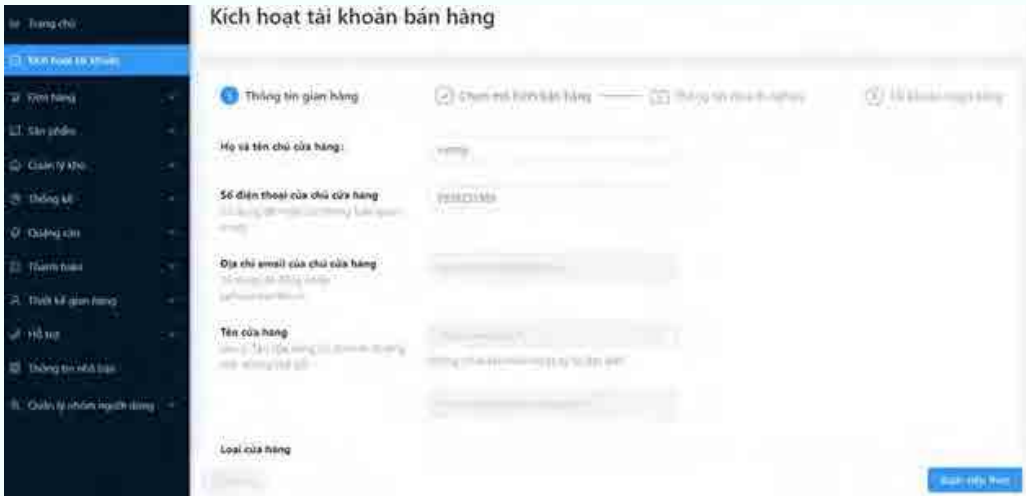
The screenshot shows the login page for Sellercenter. It features a search bar at the top with the text "Truy cập bằng email@tiki.vn". Below the search bar are two input fields: "Email" and "Mật khẩu". A blue button labeled "Đăng nhập" is positioned to the right of the password field. Below the login fields is a link "Quên mật khẩu?". At the bottom of the page, there is a link "Chưa có tài khoản? Đăng ký nhà bán mới".

Step 4:

To activate a sales account, you need to follow 4 small steps:

Booth information

The store information filled in step 2, Tiki will automatically update. The seller just needs to move to the next step.



Select sales model In this section, Tiki will ask the seller to choose the shipping type. The seller can:

- Self-delivery: need Tiki approval
- Transfer to Tiki warehouse (Tiki goes to seller's warehouse to pick up goods or seller transfers goods to Tiki warehouse)



If choosing through Tiki warehouse, the seller needs to fill in the information:

- Warehouse manager,
- Phone number, Email,
- Seller's warehouse address

- **Business information**

After selecting the type of product transportation, the business needs to verify the business information.

Fill in the information according to the form as shown below:

- **Bank account**

Fill in your bank account so that Tiki can transfer money to the seller after completing the order.

And “Submit for review”.

Appendix 10

Instructions for creating an Alibaba account

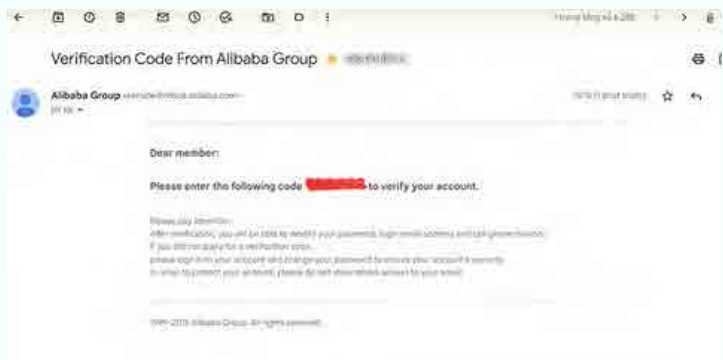
Step 1:

Go to Alibaba at <https://www.alibaba.com/>. Next, select the registration section. If there is a slider, the business slides it as required to display the image below.



Fill in your business information to register a sales account on Alibaba





Check your email and find the confirmation code



Fill in the confirmation code and press submit



Click on "My Alibaba" to check information

Sellers should check the information is correct in the "My Alibaba" section. Should leave real information of the business to create the shop's reputation on the system.



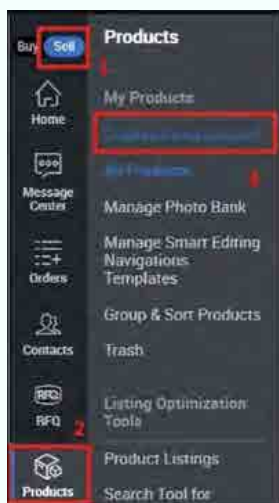
Company information on Alibaba

Step 2:

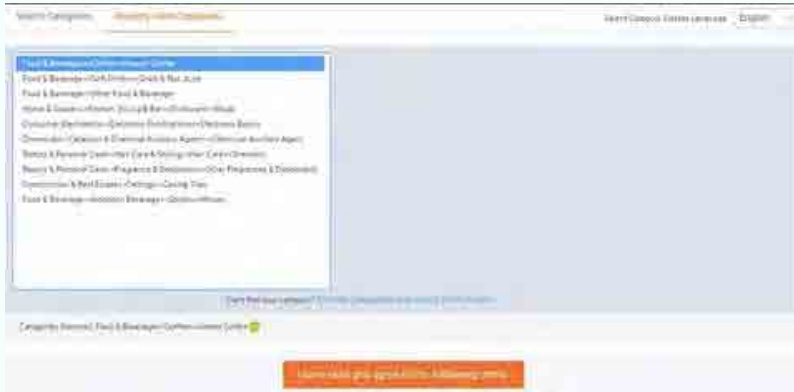
For non-Chinese suppliers, sellers can only upload 50 products for free. If they want to list unlimited products, they will have to purchase a paid account package from Alibaba.



To post products, log in to your Alibaba account.



Next, **select Sell > Products > Display** a new product to upload a new product to the system.



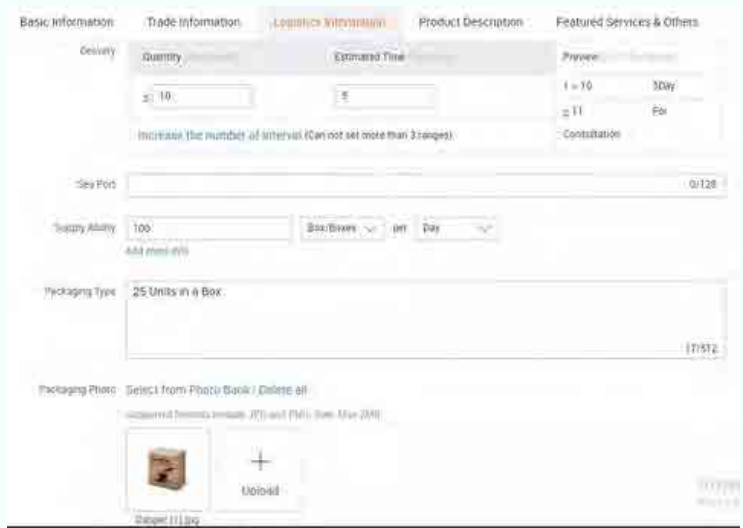
In this step, the seller will choose the appropriate product category and click on **“I have read and agree to the following terms”** and go to the next step.



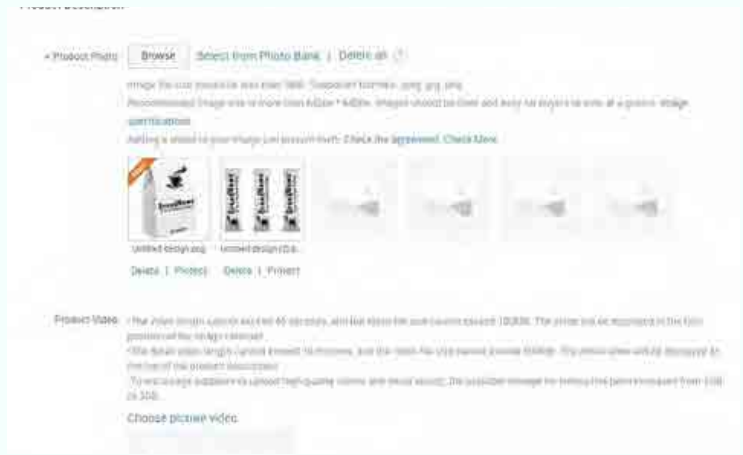
Fill in product information in the fields marked with an asterisk. Only when all information is entered will the system approve the product.



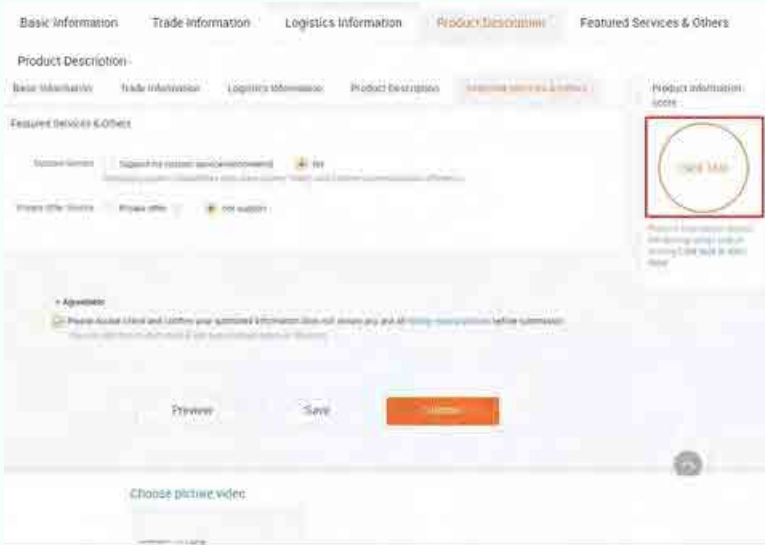
Next, the seller moves to the Trade Information tab. In this section, the seller will fill in information about how to purchase on Alibaba, minimum purchase quantity, weight, color, packaging specifications, and transaction payment information.



The seller enters the goods packaging information, selects the shipping unit and information related to customs procedures.



In the **"Product Description"** section, the seller fills in product description information, images, videos and prices of the goods.



Next, the seller enters information about the shop's customer support services.



When updating information to the system, the green score display means that the seller's post meets the system requirements and is highly likely to be approved. Finally, the seller submits the information to the moderation team to complete the product posting process.

Appendix 11

Instructions for registering a store account on Amazon

- Register for a seller account
- Register a brand on Amazon
- Edit detail page content

Step 1: Register for a seller account

Prepare documents before registration: Sellers need to prepare the following documents to proceed with account registration.

1. Documents to prepare before registration

Before registering a seller account, you should prepare the following documents:

Verification step	Profile name	Note	Request
First Identity Verification Document (SIV)	Passport/ CCCD/ Driver's license	Have information of the main contact person (should be a legal representative or the individual who owns the Amazon account)	<ul style="list-style-type: none"> You should prepare at least 2 types of documents. Passport must be signed and valid. Scan or take a color photo of the information page and signature page. CCCD/CMND/GPLX including both the previous and next valid ones
	Bank account number	Bank statement or credit card statement of the business or individual Amazon account holder.	<ul style="list-style-type: none"> There are at least 2 transactions or more Released within the last 180 days Has bank name, seal and logo Name and address of the Business/Individual account holder
	International payment card	Credit card/debit card	<ul style="list-style-type: none"> Card with international payment function Issued by Visa/Mastercard/AMEX
	Receiving account	Is the account of the business or individual Amazon account holder on the money recording system	<ul style="list-style-type: none"> The Business Seller Name and Address must match the information you will register with Amazon.
Second Identity Verification Document (SPR)	Business registration certificate	Only applicable if registering an account as a business	<ul style="list-style-type: none"> Color scan or photograph all pages
	Electricity, water, internet bills	Contains the name and address of the business or individual holding the Amazon account	<ul style="list-style-type: none"> Bills for the last 90 days Can use electronic invoices Provide proof of relationship if the Amazon account holder's name is not on the utility bill



Note

- Fill in all information in Vietnamese without accents
- The business name and address on the business registration certificate, business license, and invoice must match the information provided to Amazon on Seller Central.
- ABSOLUTELY DO NOT EDIT the original or scanned copy without submitting a screenshot.
- Document images are sharp, have color in all 4 corners and are not edited.
- File format under 10 MB with jpg.jpeg or pdf format
- You should use the address on the utility bill (electricity, water, internet) as a standard to request the bank to adjust the address information on the statement and update it on Seller Center.



Register for a seller account



Register a brand on Amazon



Edit detail page content

2. Instructions for Registering a Business Account Don't have an account yet? Please register via the link!!



Step 1

Enter account information

Enter the information to register for an Amazon sales account



Step 2

First Identity Verification

Prepare identification and other supporting documents



Step 3

Login Seller Central

Visit seller Central to complete your information.



Step 4

Verify identity a second time

Prepare documents according to instructions to complete the second verification

Step 2 Register your brand on Amazon

A registered and active trademark in the country where the business wants to register the trademark; or a pending trademark application filed through Amazon IP Accelerator

Trademark registration according to the process



Bước 1

Đăng ký thương hiệu trên Amazon Brand Registry



Bước 4

Điền thông tin gian hàng



Bước 2

Chọn thị trường theo quốc gia



Bước 5

Kết nối với tài khoản người bán



Bước 3

Đăng nhập Seller Central



Bước 6

Nộp yêu cầu đăng ký và chờ phê duyệt



Register for a seller account



Register a brand on Amazon



Edit detail page content

Step 3: Edit the content of the detail pages

Create A+ Content With “A+ Content and Stores,” sellers can build a beautiful brand on Amazon. A+ Content enhances seller listings, while Stores allows sellers to create multi-page shopping experiences within the Amazon store.

Standard content



A+ Content



- **Document**

Used to explain in detail with specific words and figures, helping customers understand the business's products.

- **Image**

Use high-quality, high-resolution images that highlight product features or show how to use the product.

If you include branding messages on images, make sure the text is large enough to be readable on mobile devices.

- **Banner**

Showcase images of your business products in use. Add your brand logo and content to all of your business products to create a consistent brand experience.

- **Board**

Use the comparison table to highlight product line features.

- **Mix and Match**

A+ Content's layout modules offer sellers over 100 different image and text combinations. Explore and find the right combination for your business's branding.

- **Explore the reviews section**

Use information from reviews, returns, and customer conversations to find topics customers can write about. Think about what might be holding customers back from buying your product and address those concerns in advance.

Tools to know after creating a booth



Customer outreach

Leverage ecommerce marketing tools and seller support to reach more customers.



Increase traffic

Run marketing campaigns on and off Amazon with unique seller links.



Push marketing campaign

Use free tools in Seller Central to run A/B tests on product detail page content, host live sales sessions, sell bundles, and more.



Sales Development

With Sponsored Brands, Sponsored Products, and other Amazon advertising strategies.



Appendix 14

Instructions for setting up an eBay store

Step 1:

Go to the eBay homepage and click the Register button to begin the account registration steps.

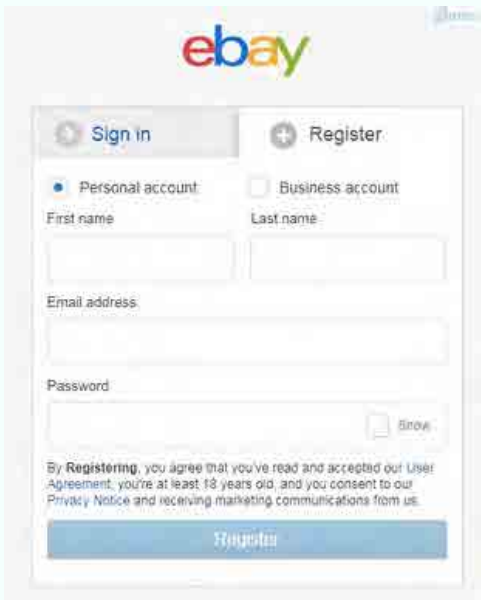


Step 2:

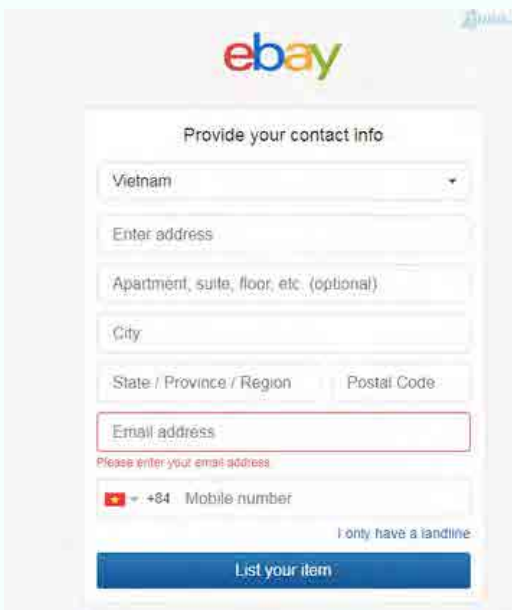
Registering an account on eBay is completely free and is also divided into 2 types of accounts: **personal and business**.

- **Personal account:** Recommended for individuals to shop and pay online. Or send and receive personal payments for shared expenses like splitting a dinner bill or rent.
- **Business account:** Operates on a company/enterprise scale. It offers additional features such as allowing up to 200 employees to access the business account and faster customer transfers.

(For small business models, just register for a Personal account.)



- After filling in all the information such as Username, Email, Password. The seller clicks on the Register button to move to the next interface as shown below.
- Continue to complete the information required by Ebay including:
- **Street Address:** Full address including house number, street name, neighborhood, district.
- **City:** City
- **State/Province/Region:** Province, district.
- **Postal Code:** Postal code.
- **Email.**
- **Phone number.**



Step 3: Verify information via Email

eBay will send you an email confirming your successful registration. You need to open the email and activate it by clicking on the link to complete the registration.

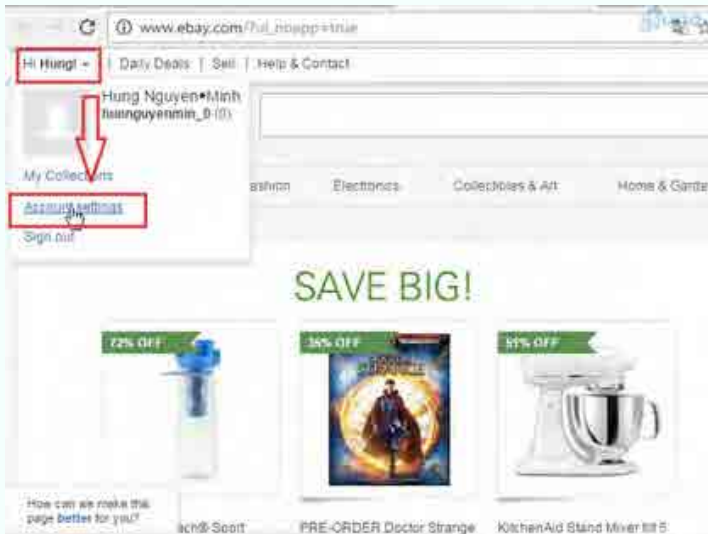
If you want to change or edit information, just go to My eBay, select the Account tab and click on Personal Information to do so.

Link eBay and Paypal seller accounts

Step 1:

Access Account Settings

From the eBay home page, click Account Settings in the top left corner of the screen to access the account management page.



In the Paypal account information section there are 2 options:
Link my paypal account if the seller already has a Paypal account.
Sign up if the seller does not have a Payal account.



Step 2: Enter your eBay login email



Sign in

Please sign in again to make changes to your account.

ninatran3101@gmail.com

Sign in

Text a temporary password

Forgot your password?

GUEST USER? View your order details ▾

Step 3:

Fill in personal information

- Enter primary contact and shipping address including:
- Nation.
- City.
- Contact address
- Phone number.
- Zip code.



PROVIDE YOUR ADDRESS

We'll save this as your main contact and shipping address.

Vietnam

80 Tân Hòa Đông F14 Q6

Street address 2 (optional)

Hồ Chí Minh

Quận 6

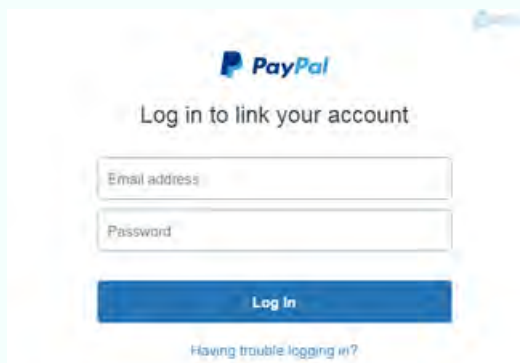
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Step 4: Enter the email address to log in to your Paypal account



After logging in, the screen will switch to the interface as shown below. Click Return to ebay to complete the steps to link eBay and Paypal accounts.



