

Case Study 04.

TikTok Shop | High-Volume Store · Managed E-Commerce Portfolio

Platform: TikTok Shop (Seller Center)
Model: High-volume · creator-driven catalog
Reporting Period: Q1 2026 (Jan-Mar)

Program Model: Fully managed e-commerce
Fees: ~11% commission + transaction fees
Fulfillment: Seller & Fulfilled by TikTok

Store Snapshot: Q1 2026

GMV
\$394,565

ORDERS
4,590

UNITS SOLD
5,830

NET REVENUE
\$350,660

Monthly Profit & Loss

Month	GMV	TikTok Fees (~11%)	Item Cost	Net Profit	Net Margin
Jan 2026	\$128,509	\$14,135	\$91,900	\$22,474	17.5%
Feb 2026	\$131,669	\$14,410	\$95,400	\$21,859	16.6%
Mar 2026	\$134,387	\$14,795	\$97,200	\$22,392	16.7%
Q1 2026 Total	\$394,000	\$43,340	\$284,500	\$66,725	16.9%

Q1 2026 GMV

\$394,565

5,830 units across 4,590 orders · \$66,160 net profit · order-level P&L

16.9%
NET MARGIN

Representative client results. Figures are based on real reported performance of a client TikTok Shop store under Wealth Automators management and have been lightly rounded; the reporting window shown is Q1 2026. GMV is gross merchandise value; net profit is after TikTok Shop commission and transaction fees (~11%) and item cost. The table shows monthly sales, marketplace fees, item costs and profit for Q1 2026. Individual results vary with product selection, inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.