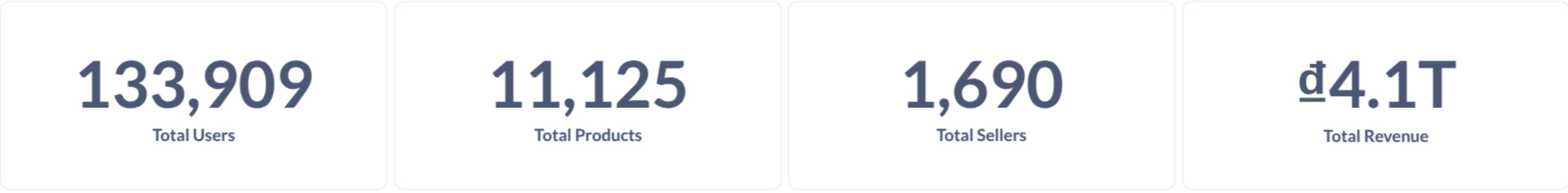


Tiki Overview

- Founded in 2010 by **Tran Ngoc Thai Son**, Tiki stands for "**Tìm kiếm & Tiết kiệm**".
- Initially launched as an **online English bookstore**, it evolved into a **leading e-commerce platform** after securing investment from **CyberAgent Ventures** in 2012.
- In 2017, Tiki adopted the **Marketplace model**, attracting **more sellers** and expanding its **product range**.
- Between 2018 and 2020, Tiki secured **1,000 billion VND** and **\$130 million USD**, driving **rapid growth** and strengthening its **market position**.



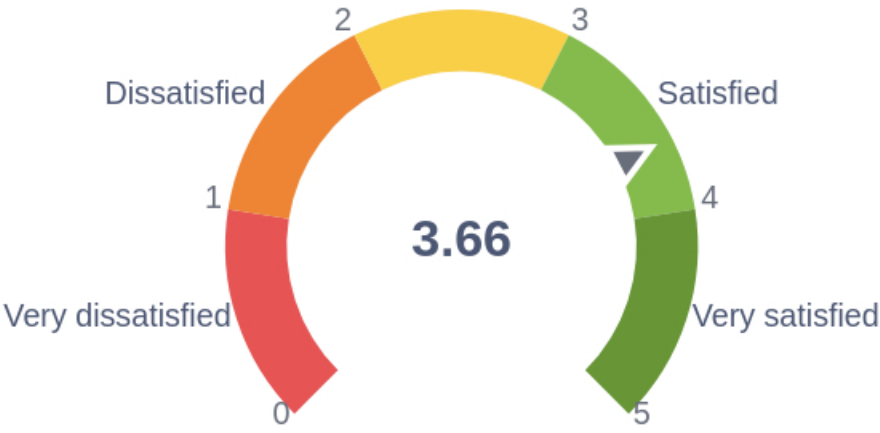
Some Metrics by Year



• From 2017 to 2020, Tiki experienced rapid growth, with **product range**, **users**, and **sellers** all increasing sharply. However, this growth began to **slow down and decrease** after 2020.

Distribution Charts

Average Rating of Overall Products



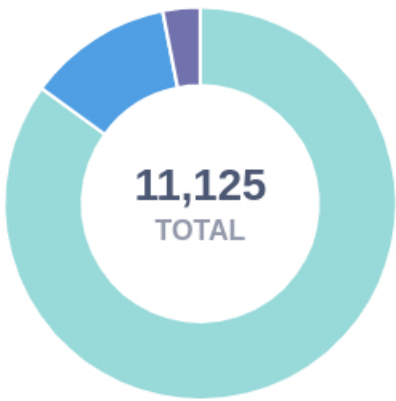
Rate Return Reason Policy

- Bất cứ lý do gì

84.99%
- Sản phẩm hư hỏng

11.94%
- Không đổi trả

3.07%

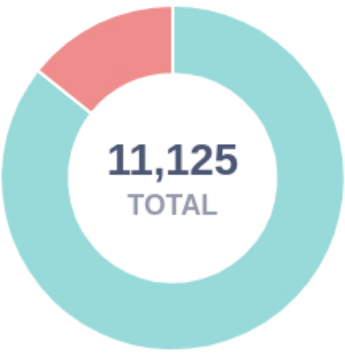


Rate Authentic Products

- true

85.7%
- false

14.3%

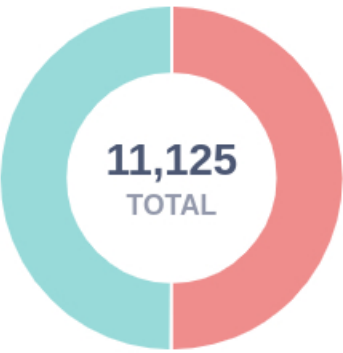


Rate FresshipXtra

- false

50%
- true

50%



Rate Warranty Type

- Không bảo hành

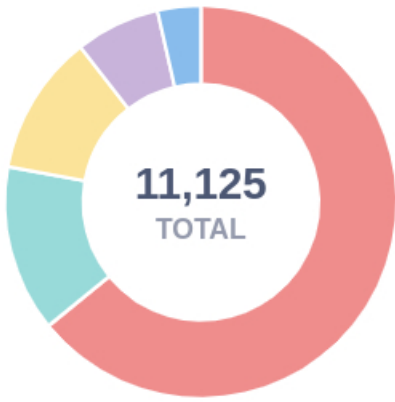
64.14%
- Điện tử

13.73%
- Hóa đơn

11.60%
- Phiếu bảo hành

6.96%
- Tem bảo hành

3.56%



Top Categories By Total Quantity Sold	
title	total_quantity_sold
Làm Đẹp - Sức Khỏe	2,528,841
Voucher - Dịch vụ	2,412,079
Nhà Sách Tiki	2,219,495
Bách Hóa Online	1,536,792
Đồ Chơi - Mẹ & Bé	849,081
Nhà Cửa - Đời Sống	636,078
Điện Gia Dụng	537,526
Thiết Bị Số - Phụ Kiện Số	393,860
Chăm sóc nhà cửa	230,455
Laptop - Máy Vi Tính - Linh kiện	169,659
Thể Thao - Dã Ngoại	156,653
Thời trang nam	152,120
Phụ kiện thời trang	106,785

Rows 1-13 of 26 < >

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