

Press Release

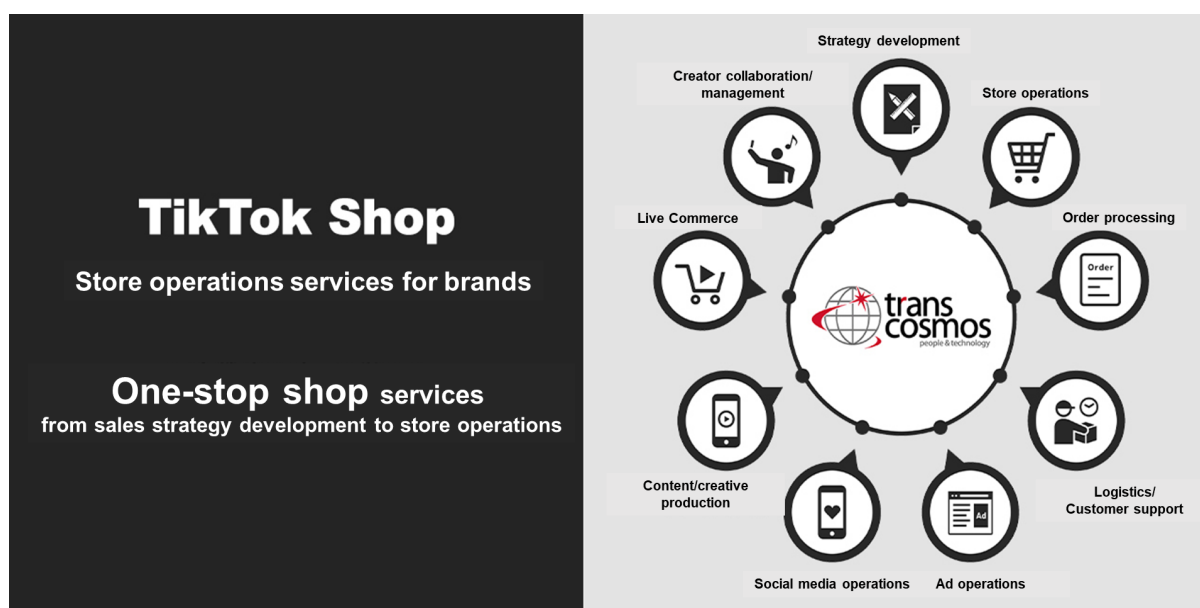


June 11, 2025
transcosmos inc.

For upcoming TikTok Shop launch, transcosmos releases store operations services for brands

One-stop shop social commerce service from sales strategy development, logistics to creator support

transcosmos hereby announces that the company has launched operations services for TikTok Shop, an e-commerce service within the TikTok app that allows brands to sell, and users to shop directly from short videos and live streams. For e-commerce business operations via TikTok Shop, transcosmos offers brands an end-to-end service from creating sales strategies, opening and operating stores, assisting and managing creators, creating content, running live streams, ad operations, through to building a logistics network.



transcosmos has been helping numerous brands in Japan and abroad in the fields of digital marketing and e-commerce support. The company has achieved many successes overseas, most particularly in the China market where transcosmos was officially named a 2022 Douyin E-Commerce Brand Operations Services Partner by Douyin, a video streaming platform, for its excellent operations capabilities under six evaluation metrics, namely, live commerce operations, store operations, short-video operations, Douyin account operations, ad placement, and commitment.

transcosmos will utilize its advanced insights and successes the company has achieved in global markets in offering TikTok Shop operations services in Japan to help brands run and grow their e-commerce business while enhancing their brand value.

transcosmos has partnerships with influencer and creator agencies, and is collaborating with influencers and creators. Making the most of the partnerships, transcosmos promotes co-created initiatives with brands, casting the right talent and running content marketing with the right creators for each brand.

By creating creator-originated experience value, transcosmos will continue to help businesses develop deeper relationships with customers.

transcosmos will continue to combine the power of digital and people, and help clients achieve digital transformation (DX) and grow their brand from a holistic approach.

*transcosmos earns 2022 Douyin E-Commerce Brand Operations Services Partner certification (News: June 9, 2022)

<https://www.trans-cosmos.co.jp/english/company/news/220609.html>

*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

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About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 185 bases across 36 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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