



# LitCommerce **Company Profile**

# Table of Content

01	About LitCommerce	03
02	Vision, Mission & Core Values	05
03	Our Products	08
04	Our Growth Journey	16
05	Our Partners	18
06	Why Partner with Us?	20
07	Roles & Responsibilities	23
08	Benefits for Both Sides	25
09	Meet Our Team	27
10	Contact Us	29

# 01.

## About LitCommerce

“

LitCommerce is a multichannel selling tool that helps eCommerce sellers list, sell & manage products across multiple marketplaces, including Amazon, eBay, Etsy, Walmart, Shopify, WooCommerce, and more.

# 02.

## **Vision, Mission & Core Values**



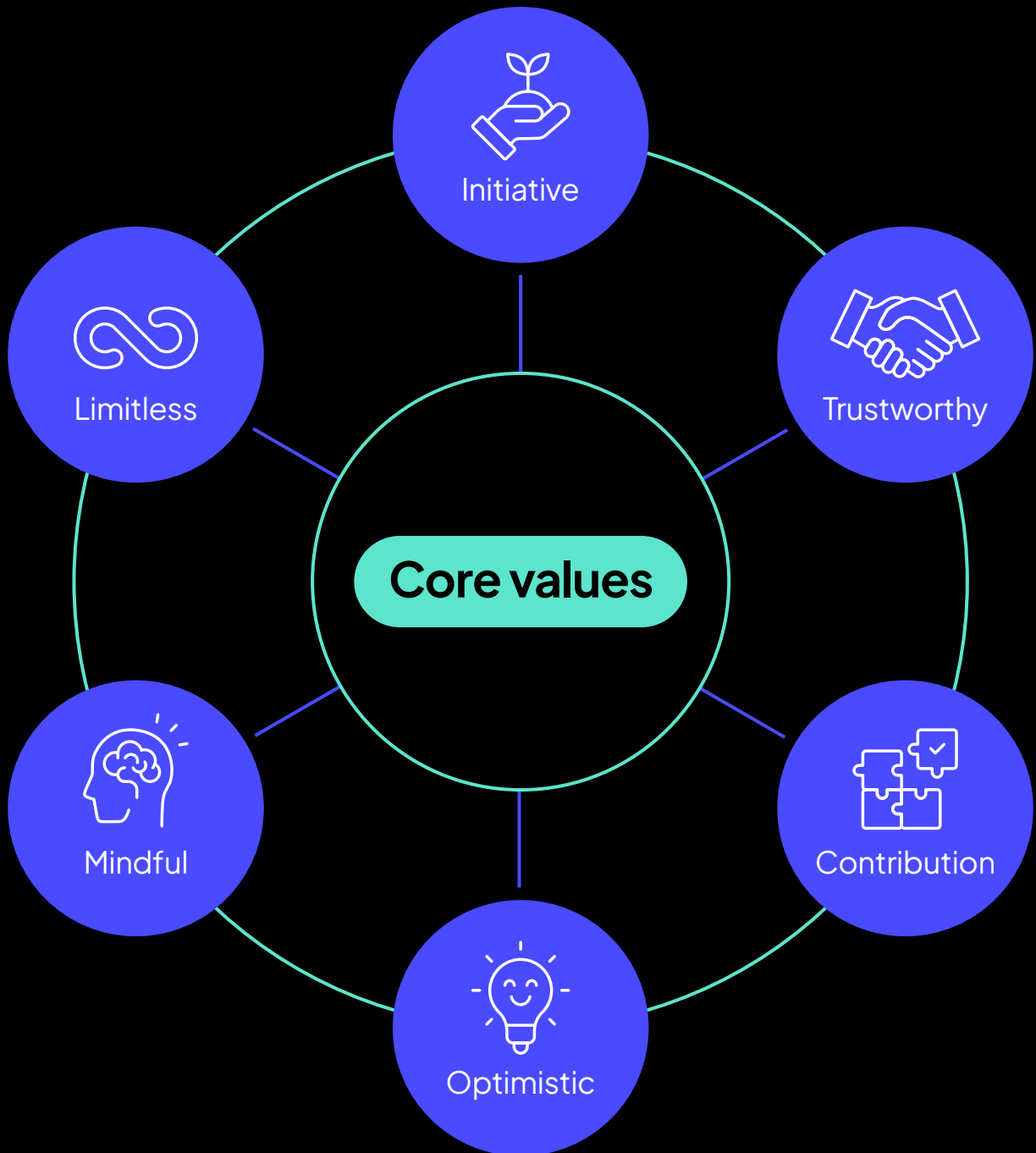
## Vision

To be the leading multichannel selling platform that empowers eCommerce sellers worldwide with the most efficient, user-friendly, and reliable solutions.



## Mission

To provide eCommerce sellers with the most powerful, affordable, and easy-to-use multichannel selling solution, enabling them to focus on growth while we take care of seamless integrations, automation, and support.

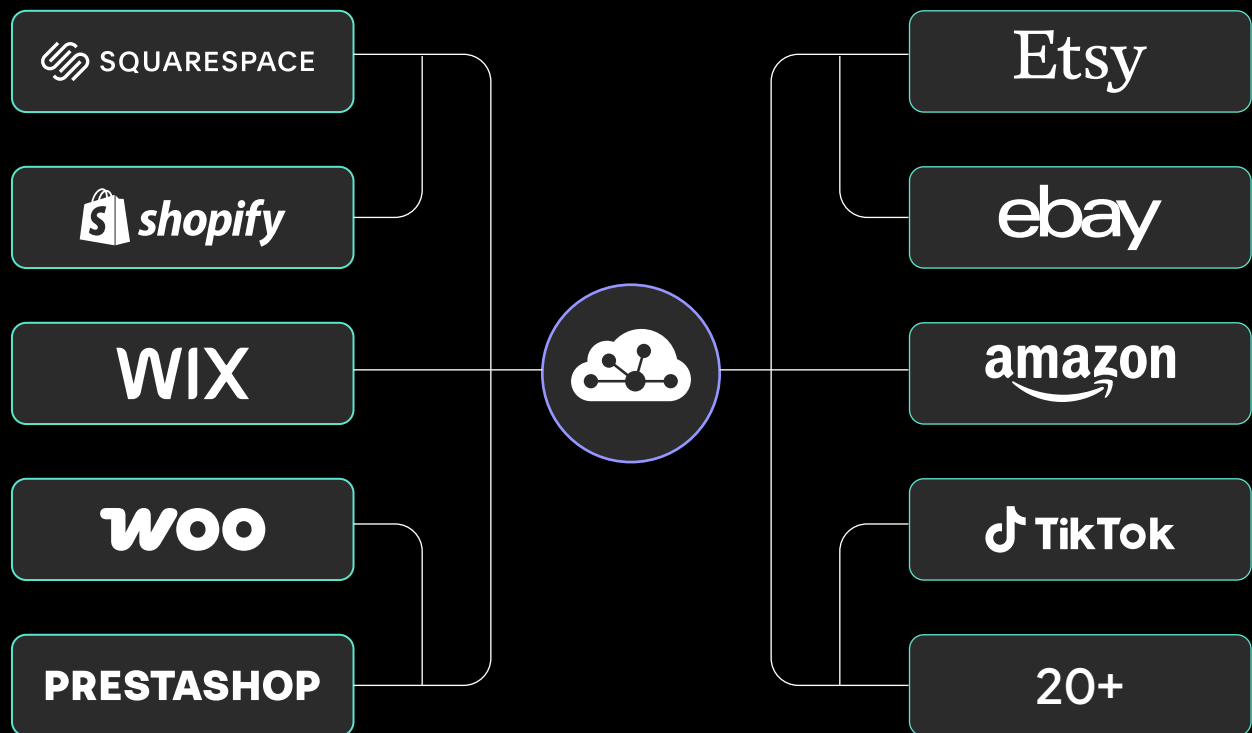


# 03.

## Our Products

## Multichannel Listing Tool

List products on 20+ most popular selling channels with LitCommerce – a multichannel listing tool. Manage everything right from your eCommerce platform dashboard.



## Key features



### Seamless marketplace integration

Connect multiple sales channels instantly—no tech skills needed. Manage all marketplaces efficiently within LitCommerce's unified app.



### Time-saving listing management

Bulk import, create, and edit listings effortlessly. Use templates and rules to speed up data entry and improve accuracy.



### Unified order fulfillment

Sync orders from sales channels to your eCommerce store. Streamline workflow, save time, and focus on business growth.



### Inventory and price sync

Sync product listings, orders, prices, and inventory between the eCommerce platform store and sales channels. No more overselling or stock-out errors.

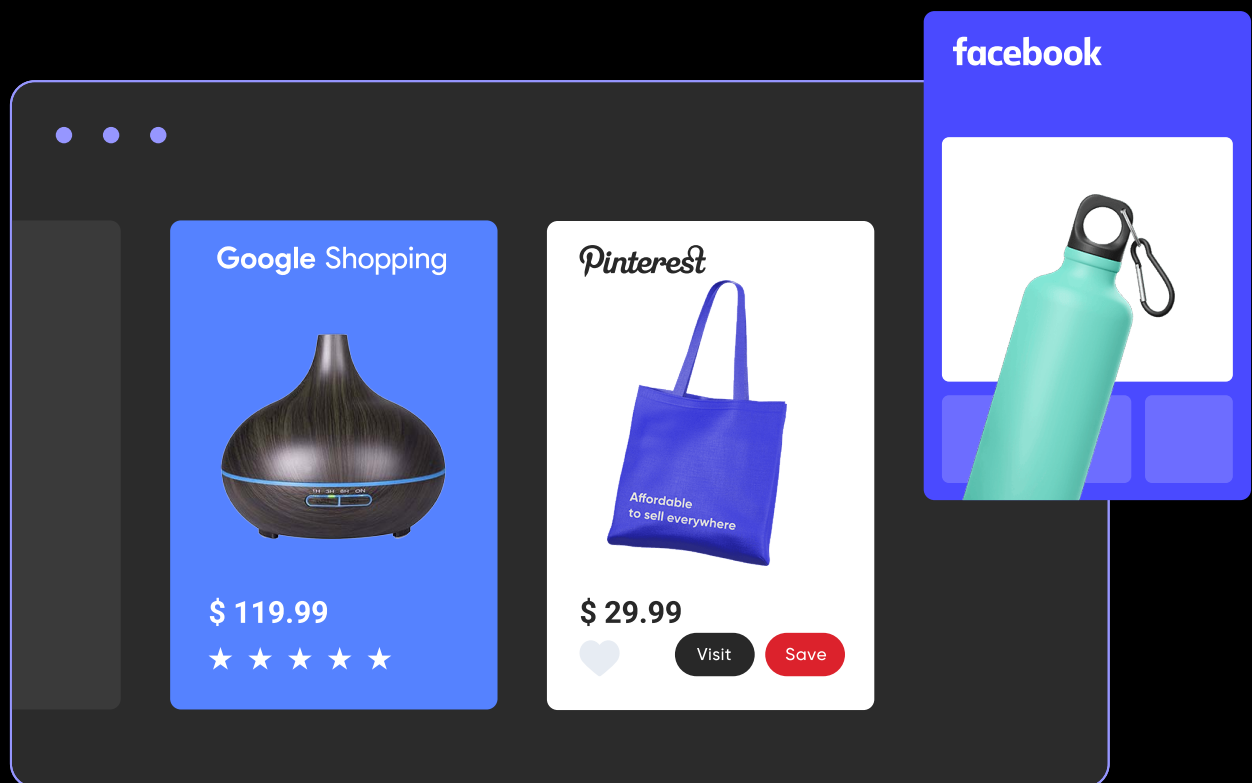


### Auto product categorization

Analyzes the product details and suggests the best category, saving hours on manual sorting and boosting listing efficiency.

## Product Feed Management Tool

Maximize product exposure globally through 300+ online platforms, ranging from the most well-known marketplaces and advertising online channels to comparison sites.



## Key features



### Advanced categorization

Automatically assign the best categories to products based on their attributes. Saves seller's time and ensures that products are properly categorized.



### Smart feed rules

Create dynamic rules to auto-update product listings. Keep seller feeds relevant and competitive without constant manual tweaks.



### Accurate quality check

Detect missing images, pricing errors, or outdated details in real-time. Resolve issues instantly to maintain a professional storefront without having to check manually.



### Flexible custom sync

Keep your product feed automatically updated. Any changes the seller makes on their main eCommerce platform will sync seamlessly, eliminating manual updates and saving time.

## Key Benefits from LitCommerce

A multichannel selling tool helps sellers expand reach and profits by seamlessly listing, managing, and syncing products, inventory, and orders across platforms from one dashboard.

Our platform is built on customer-centric innovation, ensuring simplicity, reliability, affordability, and best-in-class support.



Expand products' visibility across multiple marketplaces on a single dashboard.



Speed up listing creation, editing, and categorization to get products market-ready faster.



Ensure real-time inventory, pricing, and order synchronization to prevent stock issues and streamline fulfillment.

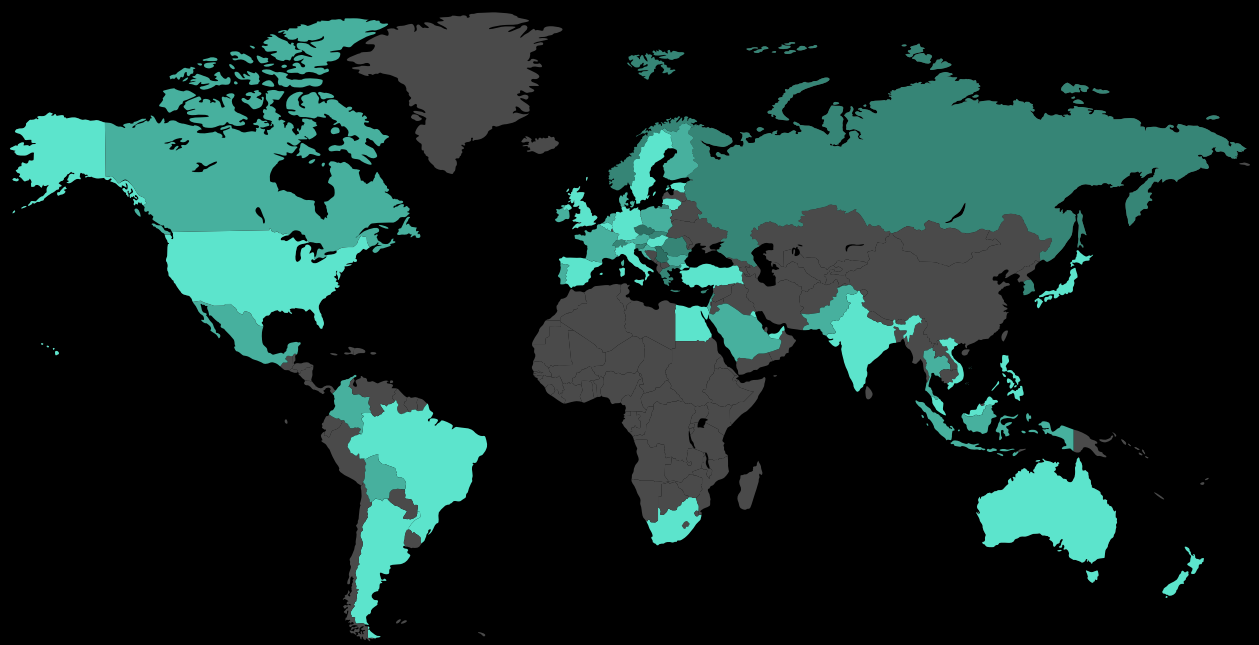


Automate syncing keeps product listings updated, helping sellers stay competitive with minimal manual work.



Maintain a professional multichannel presence with minimal effort and maximum efficiency.

## Our Achievements



350+

Supported Channels

50k+

Customers Worldwide

60+

Countries Served

4.9\*

Rating from Merchants

## Customer Reviews



**Retrosheep**

📍 United Kingdom



Awesome service from Alayna. Really friendly helpful, helped me throughout the process of syncing all my products to my Store. Would definitely recommend, fast and friendly.



**Aaron Smith**

📍 United States



LitCommerce is great. I have over 1000 active listing on eBay and I was able to efficiently import all of my listings to my website on Squarespace. Photos, description, price, inventory, everything. I continue to use LitCommerce every week to import new listings. What a huge time saver. It's the perfect solution for my expanding and growing my business.



**Philip Caldwell**

📍 United Kingdom



A really easy to use app even for beginners well worth the money customer service really good too.



**Jeremie Crum**

📍 United States



LitCommerce is a great software to link all your marketplaces together. Once you get it dialed in there have been no issues with keeping inventory on track between multiple markets. Also the customer service team is top notch. Always prompt and willing to work through any issues.



**Donica White**

📍 United States



The application is User Friendly and provides everything that I need. I also like how I can solve any issues myself and someone is always available via Chat with immediate response.

# 04.

## Our Growth Journey

**2025**

- Become a **strategic partnership with Walmart**.
- Expanded Product Feed Management Tool to **support 350+ digital platforms**.
- Reached **50,000+ users**.

**2024**

- Expanded to the **Asia market** with **reSound, Temu, and SHEIN**.
- Added 4 new eCommerce platforms: **Shopware, Square, Prestashop, and Shoplazza**.
- **Launched the Product Feed Management Tool**, initially supporting **300 digital platforms**.
- Participated in **Shopify Ecom Insider events** in Tokyo and Osaka.
- Become a Strategic Partner with **SHOPLINE and Shoplazza**.
- Complete **Amazon Full API Integration**.
- Get **45,000 users**.

**2023**

- Expanded to 9 new eCommerce platforms, including **Wish, Bonanza, Sears, OnBuy, NewEgg, Reverb, TikTok Shop, Shopee, and Facebook Shops**.
- Become a strategic partner of **TikTok**.
- Officially joined the **Vietnam E-Commerce Association (VECOM)**.
- Reach **30,000 users**.

**2022**

- Added 3 marketplaces, including **Google, Facebook, and Walmart**, and 2 eCommerce platforms **Wix and Squarespace**.
- Participated in **eCommerce Expo Asia – Singapore 2022** and **Official Shopify Meetup – Vietnam 2022**.
- Reach **10,000 users**.

**2021**

- **Launch a multichannel listing tool** with 3 marketplaces: **Etsy, Amazon, eBay**.
- Added 4 eCommerce platforms: **Shopify, BigCommerce, WooCommerce, and Magento**.

# 05.

## Our Partners

## Strategic partners

 TikTok Shop



Etsy

facebook

SHEIN

ebay

reSound 

Reverb

wish

Walmart 

 Google  
merchant center

TEMU

 Shopee

OnBuy

## Solution Partners

 mageplaza

 PageFly

 avada

 EComposer

GROWAVE

 qikify

 magestore

 UpPromote  
AFFILIATE & REFERRAL

 BSS  
COMMERCE

# 06.

## Why Partner with Us?

## Strategic partners

### › Expand your seller base & GMV

- Access thousands of merchants expanding their sales channels with LitCommerce.
- Boost GMV by enabling seamless multichannel selling.

### › Enhance your platform's value proposition

- Add multichannel selling as a value-added feature for your users.
- Help merchants sell on 20+ marketplaces from their online store.

### › Seamless integration with your platform

- Flexible, API-driven integrations that work natively within your system.
- Offer a seamless experience for sellers managing stores and marketplaces.
- Streamline onboarding with dedicated support and documentation.

### › Monetization & business growth

- Generate additional revenue through referrals, API licensing, and joint marketing.
- Increase merchant retention by offering powerful selling tools directly within your ecosystem.

### › Strategic co-marketing & branding

- Boost visibility through joint webinars, blogs, and social media campaigns.
- Gain featured placement in LitCommerce's partner network.

## Solution Partners

### › Expand your reach with multichannel sellers

- Access to an engaged eCommerce seeking for business optimization tools.
- Connect with merchants who need logistics, fulfillment, automation, and marketing support.

### › Seamless integration with LitCommerce

- Integrate your solution into the LitCommerce ecosystem.
- Help sellers streamline marketplace operations with your tools.

### › Joint growth through co-marketing

- Boost brand exposure through collaborative content, events, and webinars.

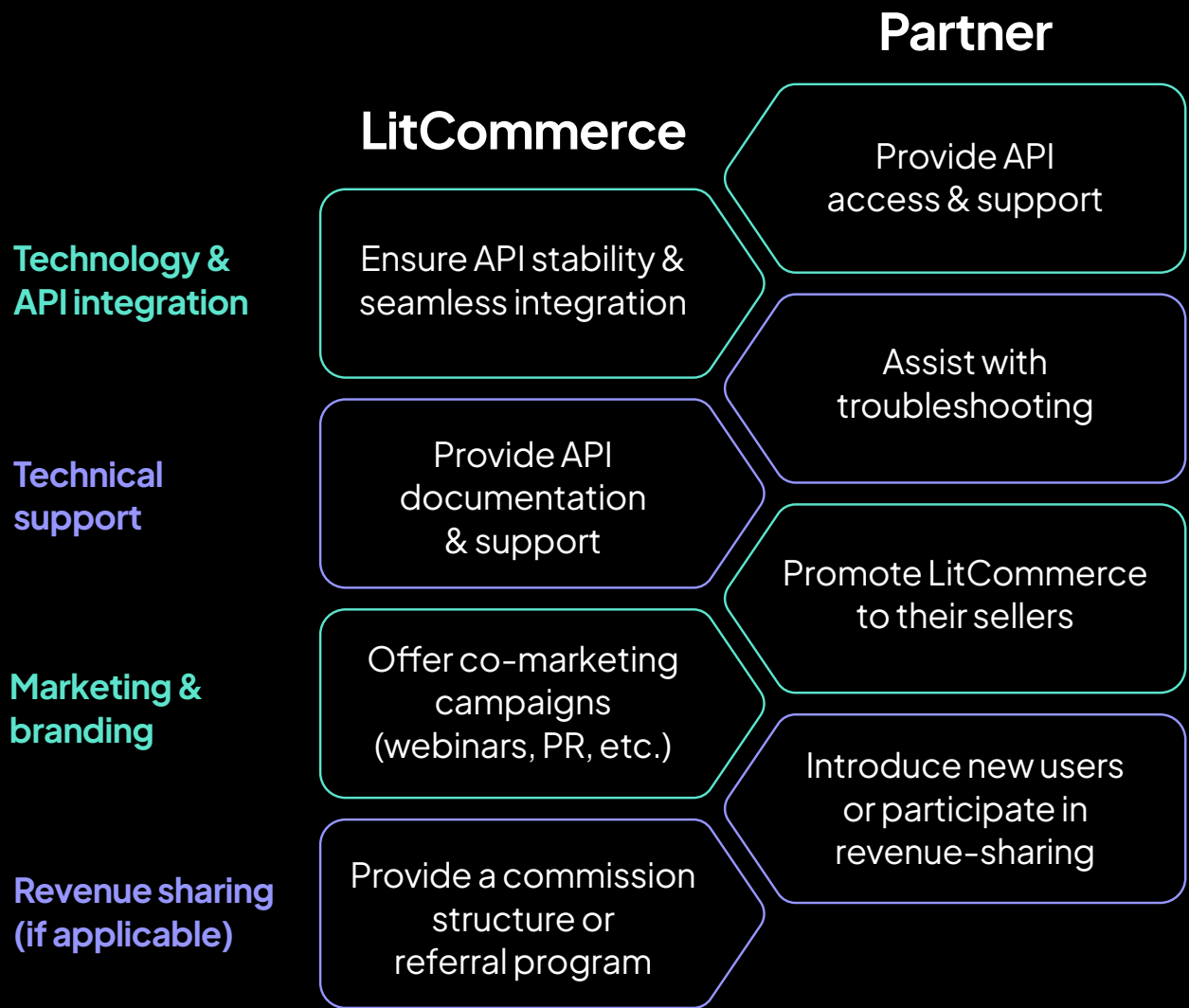
### › Strengthen customer retention

- Help sellers reduce costs, automate processes, and scale faster with an integrated solution.



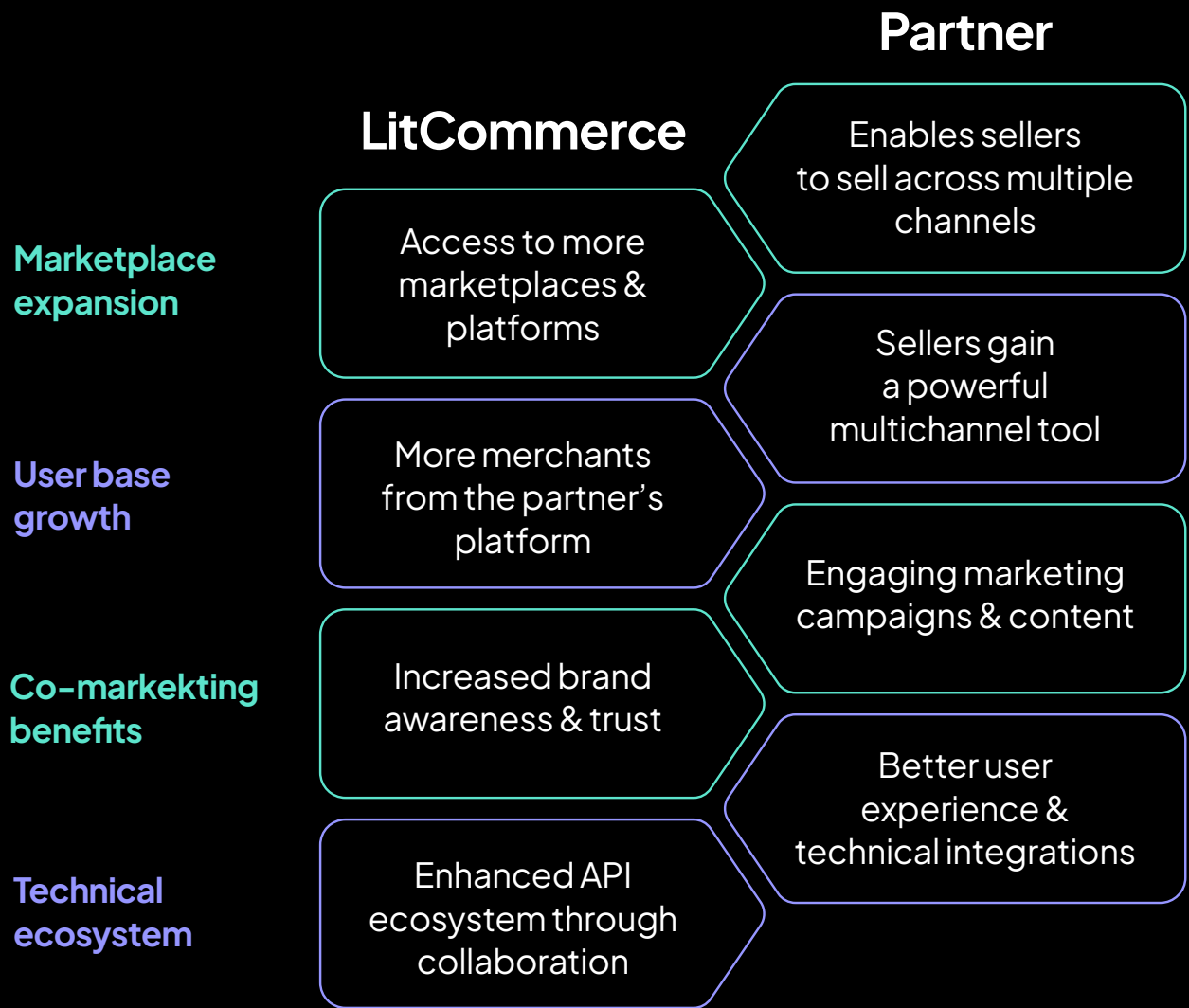
# 07.

## Roles & Responsibilities



# 08.

## Benefits for Both Sides



09.

# Meet Our Team



**Kevin Nguyen**  
CEO



**Alex Nguyen**  
COO



**Nam Lai**  
CTO



**Ashley Ta**  
CMO



**Huy Phung**  
Design Manager



**Jessie Le**  
Communication  
Manager



**Ember Do**  
Customer Service  
Trainer



**Nathan Do**  
Customer Service  
Manager

# Contact Us

## Head office in Vietnam



LitGroup Joint Stock Company



10th floor, Lilama 10 Tower, 56 To Huu,  
Trung Van, Nam Tu Liem, Ha Noi, Viet Nam



2021



[partner@litcommerce.com](mailto:partner@litcommerce.com)



+84 90 604 4040

## Website



<http://litcommerce.com/>

## Social

