Development of a Sales Website for Rang Dong Light Bulb and Vacuum Flask Joint Stock Company

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***Abstract*—This thesis focuses on the development of a sales website for Rạng Đông Joint Stock Company, a Vietnamese firm specializing in light bulbs and vacuum flasks. The author, Nguyen Anh Dung, conducted a thorough analysis of existing online sales platforms and utilized open-source software, particularly WordPress, to design and develop the website. The project involved creating various pages such as product listings, news, and contact information. The author also developed management interfaces for product and order management. The website was built using open-source tools, which allowed for flexibility and customization. However, the project faced some limitations due to time constraints, and the author acknowledges the need for further improvements in the future.**

***Index Terms*—WordPress, website, sales, Rạng Đông, online platform**

I. Introduction

The thesis provides an overview of Rạng Đông Joint Stock Company, a Vietnamese company known for its light bulbs and vacuum flasks. The author, Nguyen Anh Dung, conducted a survey of several online sales platforms to inform the design process. The project aimed to create a comprehensive sales website that would enhance the company's online presence. The website would include multiple pages such as product listings, news, and contact information. The author also developed management interfaces for product and order management. The use of open-source software, particularly WordPress, was chosen for its flexibility and ease of use [1]. Published books on the methods and subject of this project provide context for this English summary [3], [4].

II. Methods

The methods section details the use of open-source software, particularly WordPress, for the website construction. The author created various pages including the home page, product pages, news pages, about us pages, contact pages, and management interfaces. Use case diagrams, sequence diagrams, and class diagrams were used to analyze and design the website. The author conducted a survey of several online sales platforms to gather information on best practices and user experience. The project utilized a modular approach, allowing for easy updates and maintenance. However, the time constraints limited the scope of the project, and some features were not fully implemented [1].

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III. Results

The report presents a WordPress-based sales website for Rang Dong products, including pages for product information, news, company information, and contact. It also shows administrative views for managing website content. The author documents the site's structure and screenshots in the thesis, while the conclusion describes the academic project as broadly completed with remaining imperfections. The source does not provide verified deployment statistics, transaction outcomes, or a measured comparison with an earlier sales system [1].

IV. Discussion

WordPress supplied a practical framework for organizing the company's product and information pages. The source discusses the design through interface examples and implementation steps rather than a controlled evaluation of commercial impact. Its bibliography lists the web-development resources consulted for WordPress, PHP, MySQL, and related front-end work. Further development could test the site with users and document its operation, but the present report does not establish those later results [1]. Earlier ICTU undergraduate work addressed an earlier company sales website [2].

V. Conclusion

The conclusion highlights the completion of the project. The website was successfully built, but the author recognizes the need for further improvements. The project demonstrates the potential of using open-source software for website development, but it also highlights the challenges of time constraints in project management. The author hopes to continue working on the website and integrating additional features in the future [1].

References

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