

Building a sales management program for Fuji Fruit Thai Nguyen store with integrated AI Chatbot for product recommendations

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Abstract: The thesis focuses on building a digital business management solution for the Fuji Fruit clean fruit store. The system includes core administrative functions such as product category management, inventory, suppliers, and statistical reporting. A highlight of the research is the integration of an AI Chatbot using Amazon Bedrock service to intelligently assist customers with information lookup and product recommendations. The application is developed on a Web platform using Flask (Python), MySQL for the database, and follows a professional system analysis and design process. The implementation results help optimize sales processes and enhance personalized shopping experiences for customers.

Keywords: Sales Management, AI Chatbot, Amazon Bedrock

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