

Building an agricultural product sales website for the "FreshFarm Organic" store integrated with an AI chatbot to support consultation and answer product information for customers.

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Abstract: In the increasingly popular context of online business, building a specialized e-commerce system for agricultural products is an undeniable trend. This topic focuses on designing and deploying an agricultural product sales website for the store 'FreshFarm Organic', while integrating an AI chatbot to support consultation and answer product information for customers. The research method applies a combination of e-commerce management theory with application development experimentation. This project not only creates a modern technical solution but also contributes to enhancing the online shopping experience for consumers, thereby boosting sales and the 'FreshFarm Organic' brand.

Keywords: E-commerce website, Agricultural products, AI Chatbot, Business administration, Customer experience optimization