

Building a website system for introducing and selling agricultural products.

Nguyen Thi Phuong Chi

Abstract: In the context of digital economic development, building a website system to introduce and sell agricultural products is necessary to enhance marketing effectiveness and strengthen connections between producers and consumers. The objective of this project is to design and deploy a professional web platform, integrating product management, market data analysis, and online transaction features. The research methodology is based on a combination of advanced UX/UI design principles with modern programming technology. The project is expected to deliver significant practical value by providing an effective digital solution for the agricultural sector.

Keywords: website, agricultural products, digital economy, product management, market analysis