

Building an e-commerce platform that supports traceability of specialty tea products in the Thai Nguyen region.

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Abstract: In the context of a rapidly developing digital economy, ensuring product quality and transparency of origin is particularly important for the local agricultural sector. This project aims to build an e-commerce platform to support the traceability of specialty tea products from the Thai Nguyen region. Through theoretical and experimental research, the project's objective is to develop a smart supply chain management system to enhance product quality, protect farmers' interests, and strengthen consumer trust. The expected results will contribute to the sustainable development of the tea industry in Thai Nguyen.

Keywords: E-commerce platform, traceability, specialty tea, supply chain, intelligent management