

Building a Kem distribution agent management application

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Abstract: In the context of fierce competition in the ice cream market, this study aims to address the issue of effectively managing distribution agents through the development of a digital application. The goal is to build a comprehensive management system that enhances the business capabilities of each agent and strengthens the ability to meet market demands. The research methodology combines theory with experimentation, including requirements analysis, design, and application deployment. The expected results will provide businesses with a modern management tool, while contributing to the development of the ice cream industry in Vietnam.

Keywords: Digital application, Agency management, Ice cream business, Information technology, Application development