

Developing a sales website for Vinamilk Dairy Joint Stock Company with integrated smart features.

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Abstract: In the context of fierce competition in the retail market, this topic focuses on developing a specialized sales website for Vinamilk Dairy Products Joint Stock Company. The main objective is to build an e-commerce system with intelligent product recommendation capabilities based on customer shopping behavior. The research methodology includes combining theories of user interface design with practical application deployment experiments. This topic not only contributes to Vinamilk's online business development but also provides modern solutions for enterprises in the dairy processing industry.

Keywords: E-commerce website, Vinamilk Dairy Products Joint Stock Company, Smart product recommendations