

Building an online shoe sales website for Cường Store in Phú Xuyên, Hanoi.

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Abstract: This topic aims to propose a solution for building an online shoe sales website specifically for Cường Store in Phú Xuyên, Hanoi. The research context is set against the backdrop of the increasing growth of e-commerce and the need to diversify product distribution channels. The objective is to design and implement a website system that meets requirements for an attractive interface, effective online purchasing functionality, and security. The research methodology includes referencing successful e-commerce cases along with an experimental process to optimize user experience. The expected results will help enhance the competitiveness of Cường Store in the market, while also contributing to the development trend of e-commerce in Vietnam.

Keywords: Online shoe sales website, e-commerce, user interface, product management, cybersecurity