

Open source PHP application for building a smartwatch e-commerce website

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Abstract: In the context of rapidly developing digital technology, the article discusses the use of PHP - an open-source programming language - to build a management system for an online sales website specializing in smartwatches. The research aims to address the lack of application of advanced technical solutions in the modern watch business sector, in order to create a powerful and flexible web platform. The approach combines theoretical research with practical implementation. The expected outcome is to provide manufacturers, retailers, and customers with an effective and modern business solution, while contributing to promoting technological innovation in the smart device manufacturing industry.

Keywords: PHP, e-commerce website, smartwatch, programming techniques, online sales management