

Building a website for selling specialty products of the Northwest region for the Hoang Gia private production facility in Luc Yen district - Yen Bai.

Hoang Van Bieu

Abstract: This topic aims to research and design an online sales website for the Hoang Gia private production facility, with the goal of promoting and trading Northwestern specialties. Through the development process, the project will apply a combination of theoretical and experimental methods to ensure operational efficiency. The expected results will bring significant benefits to the production facility by enhancing market access and increasing the brand value of its specialty products.

Keywords: Online sales website, Northwest specialties, Private production facility, Online promotion, Business platform