

Building a website for the Hiệp Thương restaurant in Định Hóa – Thái Nguyên.

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Abstract: In the context of digitalization becoming increasingly important in the food service industry, this project aims to design and implement a web system to support the business operations of Hiep Thuong Restaurant. Through theoretical research on website management combined with experimental methods, the project will help improve customer experience as well as enhance brand promotion effectiveness. The expected outcome is a sustainable solution that effectively meets the restaurant's needs and creates significant economic value for the business.

Keywords: Website, website administration, culinary services, digitalization, brand promotion