

Build a website selling clothes and jewelry accessories for Minh Hoang store.

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Abstract: This topic aims to develop an e-commerce system to support Minh Hoang store in selling clothes and jewelry accessories. The practical context shows the necessity of optimizing the online shopping process to enhance customer experience and expand the business market. Through theoretical research combined with application deployment, the topic will contribute technical solutions and effective marketing strategies for the store. The expected result is the construction of a professional website with product management functions, order processing, and a secure payment system, while creating significant business value through increased sales and improved customer service.

Keywords: E-commerce website, Product management, Web engineering, Online marketing