

Building a wine sales website using the open-source Magento platform for the BigOne Lang Son store.

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Abstract: This topic proposes building an e-commerce system based on the open-source Magento platform to serve the BigOne Lang Son store in its wine business. The problem context is the need to provide an effective digital solution for small businesses like BigOne. The research objective is to develop an intuitive, user-friendly interface that complies with technical standards to support the online sales process. The applied methodology includes requirement analysis, system design, application deployment, and final product testing. The expected outcome of the project is to provide BigOne with a powerful internet marketing tool, while contributing to digital development in the retail industry of Lang Son.

Keywords: E-commerce website, Magento, BigOne Lang Son, wine product management, online business