

Application of .NET technology in building an e-commerce website for Souvenirs company

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Abstract: This topic aims to research and apply .NET technology to develop an e-commerce website system suitable for the needs of Souvenirs Company. The practical context requires diversity and optimization in product information management, online transactions, and customer experience. The research method is based on a combination of .NET programming techniques with modern website design standards to build a system that meets requirements for functionality, flexibility, and security. The expected result is that the website development will enhance the business performance of Souvenirs Company by increasing customer accessibility and optimizing the sales process.

Keywords: .NET technology, e-commerce, website Souvenirs