

BUILDING AN ARTWORK SALES WEBSITE FOR THE DARTY BRAND

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Abstract: In the context of an increasingly developing art market, building a professional artwork sales website for the Darty Brand has become essential to enhance customer reach and strengthen the brand. This project aims to design and implement a website content management system (CMS) integrated with online transaction features, in order to optimize the sales process and improve user experience. Through practical research and the application of a digital approach, the project expects to achieve its main goal of providing an effective e-commerce solution for the Darty Brand, contributing to the sustainable development of the Vietnamese art industry.

Keywords: Website selling artwork, Darty brand, website content management, e-commerce system, art