

# **Build a website to promote and support ordering for the Apple One Thai Nguyen phone store.**

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**Abstract:** This topic aims to meet the need to improve the business efficiency of the Apple One retail phone store in Thai Nguyen by building a professional website system. The main objective is to develop an intuitive interface with easy-to-use functions that allow customers to browse products, look up information, and place orders conveniently. The research method combines web design theory with experimentation using modern development tools. It is expected that the implementation of this topic will bring significant economic value to the store by enhancing customer reach and improving the shopping experience.

**Keywords:** Website, Promotion, Order, Apple One, Thai Nguyen