

Developing online communication channels for Funtional Foods USA LLC

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Abstract: In the context of the rapid development of information technology, building and managing an effective online communication channel has become important for businesses. This topic aims to design and implement an online communication system for Functional Foods USA LLC, meeting the needs for product promotion and customer interaction. The research method combines online marketing theory with experimentation to identify key factors of an effective communication channel. The expected result is the construction of a highly applicable online communication system, helping Functional Foods USA enhance its competitive position in the market.

Keywords: online communication, online marketing, communication system, Functional Foods USA LLC, communication channel management