

Building an advertising and computer sales website for Thanh Cong Company.

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Abstract: In the context of the increasingly developing online business environment, this topic focuses on building a professional website system for advertising and selling goods, specifically computer products of Thanh Cong company. The research objective aims to optimize the online shopping process through a user-friendly interface and effective search functionality. The implementation method is based on the principle of integrating modern web design, flexible content management (CMS) along with experimentation on user interface. Through the research process, the topic hopes to contribute to enhancing the competitiveness of Thanh Cong company in the online market and creating a sustainable business model based on a digital platform.

Keywords: Sales website, Computer advertising, Web engineering, Content management, User design