

Build a shoe sales website for the Kingshoes store in Thai Nguyen.

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Abstract: In the context of the increasingly developing e-commerce market, the research aims to design and implement an online shoe sales website for the Kingshoes store in Thai Nguyen with the goal of enhancing competitiveness and expanding customer reach. The approach combines market analysis and technical research to build an effective product management system and a user-friendly interface. The expected results will make a significant contribution to Kingshoes' digital transformation process, while also providing a reference solution for other retail units.

Keywords: Shoe selling website, e-commerce, product management, Thai Nguyen