

Build a website for Hạnh Jun store at Ba Be Lake tourist area on the WordPress platform.

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Abstract: In the context of the strong development of e-commerce and tourism services, building a professional website is an urgent requirement for small businesses such as Hạnh Jun store in Ba Be Lake tourist area. This project aims to design and deploy a website system on the WordPress platform to enhance business efficiency, provide attractive and convenient travel information for customers. The research method combines theory with practice, from requirement analysis to building, testing, and optimizing the website's interface and functions. The expected result is a comprehensive solution to help Hạnh Jun increase its competitiveness in the local tourism market.

Keywords: E-commerce website, Ba Be Lake Tourism, WordPress platform