

Building a sales website for the Adidas Thai Nguyen store.

Nguyen Thi Hue

Abstract: In the context of the strong development of e-commerce, building a professional sales website system is necessary to enhance the business efficiency of stores. This project aims to design and deploy a sales website for the Adidas Thai Nguyen store, meeting the need to diversify product distribution channels. Through theoretical research on web technology and practical system development, the project hopes to contribute to enhancing the competitiveness of the Adidas brand in the local market while providing students with experience in designing sales websites. Expected results will include a user-friendly interface and efficient product and order management functions.

Keywords: Sales website, e-commerce, web technology, Adidas Thai Nguyen