

Building a Website to Support Commercial Product Promotion for Tien Phong Plastic Company - Hai Phong

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Abstract: This topic aims to build a website to support the promotion of commercial products of Tien Phong Plastic Company - Hai Phong. In the increasingly competitive business context, developing and optimizing digital platforms has become an urgent requirement. The topic applies a combination of theoretical research and experimental methods to design, develop, and deploy a website that meets customers' information and transaction needs. The expected results will bring higher marketing efficiency and enhance the competitiveness of Tien Phong Plastic Company.

Keywords: E-commerce website, Product promotion, Digital technology, Online marketing, Tien Phong Plastic Company