

# **Building a website to manage the Playboy 96 fashion store.**

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**Abstract:** In the context of digitalization becoming increasingly important for businesses, this topic aims to address the problem of effectively managing and automating the operational processes of the Playboy 96 fashion store. Through a combination of theoretical research and experimentation, the topic will develop a website system that supports online sales and inventory management. The expected outcome is to enhance the competitiveness and operational efficiency of the business through the application of advanced technology.

**Keywords:** Website management, fashion store, online sales, warehouse management system, digital technology