

Building a sports equipment sales website for ACE Sport store in Tuyen Quang.

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Abstract: This topic aims to build an e-commerce website system specializing in sports products to serve the needs of the ACE Sport store in Tuyen Quang. The reason for choosing this topic stems from the necessity in the context of the increasingly developing digital economy. The objective is to design, program, and test this website system with the purpose of improving sales efficiency and customer experience for the ACE Sport store. The research method is based on combining theory of e-commerce web design with experimentation to ensure the feasibility of the system. Through this topic, it is hoped to provide a useful solution for online business and contribute to the development of information technology in the sports industry.

Keywords: E-commerce website, Web design, Online business