

Building a souvenir sales website for Souphanouvong store in Vientiane Capital - Laos

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Abstract: In this study, we identified the need to develop a website system specializing in souvenir sales to effectively support the operations of the Souphanouvong store in Vientiane Capital. The main objective is to create a technical solution that enhances accessibility and interaction with customers from around the world. The research methodology includes requirement analysis, user interface design, web application deployment, and system testing. The expected outcome of the project is not only a professional website but also a contribution to the sustainable development of the e-commerce industry in Laos.

Keywords: Sales website, souvenirs, e-commerce, Vientiane, web technology