

Bizale software application supports multi-channel sales for the company.

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Abstract: In the increasingly competitive business environment and the demand for flexible distribution, applying technology to optimize the multi-channel sales process has become extremely important. This project aims to build a multi-channel sales support system using Bizale software. Through theoretical research combined with experimental deployment at the Company, the project seeks to improve business efficiency and customer experience. The results of the project not only confirm the practical applicability of Bizale but also contribute to the development of multi-channel sales management.

Keywords: Multi-channel sales, Bizale software, Sales management system, Online business, Information technology