

Build a sales website for the ADIDAS VINCOM Thai Nguyen store.

Nguyen Thi Hue

Abstract: In the context of the rapidly growing e-commerce landscape, building a professional sales website for the Adidas Vincom Thai Nguyen store not only meets the need to diversify product distribution channels but also brings many benefits such as enhancing customer interaction and optimizing business performance. The objective of this project is to design and implement an e-commerce system based on a modern platform, integrating advanced features to support order management, promotions, and product reviews. The research methodology combines competitive analysis and direct experimentation at the store to ensure the highest efficiency in application deployment. The expected result is a comprehensive solution that promotes the sustainable development of the supply chain and enhances competitive position in the market.

Keywords: E-commerce website, order management