

Building a sales website for HBShoe store in Phuong Lam Ward, Hoa Binh City.

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Abstract: This topic aims to meet the need for modernizing the business system of HBShoe store in Phuong Lam Ward, Hoa Binh City by building an e-commerce website. The main objective is to create an intuitive and user-friendly interface, while optimizing the sales process and product management. The implementation of this application is based on a research method combining theory with experimentation to ensure effectiveness and suitability for the store's specific needs. The expected result is a sustainable solution that helps enhance competitiveness and expand the market for HBShoe.

Keywords: E-commerce website, product management, online business, Hoa Binh City, HBShoe store