

Building a mobile sales application for Le Hoang - Hanoi Investment and Export Import Joint Stock Company

Pham Van Nam

Abstract: In the context of the rapid development of information technology, building a mobile app to support the sales management system of Le Hoang Import-Export and Investment Joint Stock Company has become urgent. This topic aims to research and develop an optimal technical solution for the online sales process, enhancing customer experience while improving business operational efficiency. By applying methods from both theory and practice, the project is expected to create a modern mobile application system that meets the diverse needs of the market and contributes to the sustainable development of the company.

Keywords: Mobile application, sales management, information technology, import-export business, process optimization