

Building a website to introduce and sell mobile phones for Maxshop store in Hanoi.

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Abstract: In the context of rapidly developing information technology, building a professional website to promote and sell products is an essential requirement for mobile phone retail businesses. This project aims to design and implement a website system to help Maxshop store in Hanoi enhance customer reach, optimize the shopping process, and improve business efficiency. The research method is based on integrating web development theory with direct experimentation in an e-commerce environment. The project is expected to provide a useful solution for Maxshop while contributing to the diversification of online business models.

Keywords: E-commerce website, information technology, user interface design, e-commerce, mobile business