

Building a product sales website for Phuong Thuy Cosmetics Store - Thai Nguyen.

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Abstract: The topic aims to examine the necessity of building a specialized e-commerce website to support the Phuong Thuy cosmetics store in Thai Nguyen. The research objective is to identify technical requirements and design an effective website system, while applying an online business model to optimize the sales process. The method combines theoretical knowledge of web design with practical application deployment. The topic is expected to bring significant improvements in customer reach and product management, thereby contributing to the sustainable development of the store.

Keywords: E-commerce website, online sales, product management system, online business, web design