

Build a sales website for the Ampe Tú Thái Nguyên store.

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Abstract: The project aims to design and develop a professional e-commerce web system to support the business operations of Ampe Tú Thái Nguyên store. During the research, the project focuses on identifying customer requirements, analyzing competitors, and selecting optimal technical solutions. The methods used combine theoretical research and practical implementation to ensure the web system fully meets necessary functions such as product management, online payment, and customer interaction. The project hopes to contribute to the development of local e-commerce while bringing significant business benefits to Ampe Tú Thái Nguyên store.

Keywords: e-commerce, sales website, product management, online payment, online business