

Building a website to introduce and sell phones for FPT Shop Cau Giay - Hanoi

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Abstract: This topic aims to research and deploy a website system specializing in introducing and selling modern phone models for FPT Shop at Cầu Giấy, Hanoi. The context for choosing this topic stems from the trend of digitalization in mobile business, with the goal of optimizing the online shopping experience for customers. The research method applies a combination of modern web design principles and experimentation in the FPT Shop test environment to ensure effectiveness and suitability for the target audience. The expected results from this topic not only contribute to improving the sales performance of FPT Shop but also create a model website for other mobile stores.

Keywords: E-commerce website, FPT Shop, Web design, Mobile business, Online business model