

Research on PHP on the WordPress platform to design an e-commerce website for EXP company

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Abstract: In the context of increasingly developed business digitalization, building an effective e-commerce website system is an indispensable requirement for organizations and individuals. This topic focuses on researching and deploying PHP applications on the WordPress platform to design a sales website for EXP company. The objective of the topic is to build a comprehensive solution to optimize product management, order processing, and enhance user experience. The research method includes analyzing requirements, selecting appropriate technical components, implementing the application, and evaluating effectiveness through tests. Thereby, the topic aims to contribute to the sustainable development of the e-commerce market while bringing practical benefits to EXP company.

Keywords: PHP, WordPress, e-commerce website, online business, product management