

Build an online sales website for the K-Sport sportswear store.

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Abstract: In the context of the strong digitalization of the current e-commerce market, this topic focuses on building an online sales website system to meet the online business needs of the K-Sport sportswear store. The objective of the research is to design and deploy a user interface that is SEO-friendly, while providing an integrated solution with product management, order management, and payment features for small businesses. The approach combines theoretical research on modern web design with practical application development. The expected results will contribute to improving the business efficiency of K-Sport and provide a reference model for other sportswear stores.

Keywords: Online sales website, sportswear store, web design, e-commerce, order management