

Building and developing an online fashion and cosmetics sales website on the Laravel open-source platform.

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Abstract: In the context of increasingly popular online business, this topic focuses on building an e-commerce system specializing in fashion and cosmetics. The main objective of the research is to create a modern and user-friendly web platform based on Laravel, aiming to optimize the sales process and provide a convenient shopping experience for customers. Through the design and implementation process, the topic combines theory with practice to address necessary technical and functional challenges. The expected results of this research not only help promote the development of information technology in the e-commerce field but also bring high practical value to businesses.

Keywords: e-commerce, Laravel, product management, user interface