

Research and development of a B2C e-commerce website for Tam Hang electronics supermarket - Ninh Binh

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Abstract: This topic aims to research and develop a B2C (Business to Consumer) e-commerce system to enhance the business capacity of Tâm Hằng electronics supermarket in Ninh Binh. The project begins with analyzing the current state of traditional business, identifying the needs and trends of target customers in the household electronics sector. The research methodology includes theoretical studies related to online sales management and website design, combined with practical application deployment to build a user-friendly interface. The objective of the topic is to create an effective e-commerce platform, providing a comprehensive solution for the supermarket and delivering a convenient shopping experience for customers. The expected results will contribute to the sustainable development of the local retail industry.

Keywords: B2C website, E-commerce, Electronics supermarket, Ninh Binh, Website construction engineering