

Research and application of the Bizweb Omnichannel multi-channel sales model for Phong Thuyen Thai Binh wedding dress shop.

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Abstract: This topic aims to address the challenge of enhancing customer experience and business performance at Phong Thuyen bridal shop through the application of the Bizweb Omnichannel multi-channel sales model. The research methodology includes analyzing the current situation, evaluating the impact of existing sales channels, and designing a comprehensive sales management system on the Bizweb platform. It is expected that the successful implementation of this topic will improve customer reach, optimize sales processes, and provide a sustainable solution for the bridal shop's business operations.

Keywords: Multi-channel sales, Bizweb Omnichannel, Phong Thuyen Wedding Shop