

Research and development of a B2B sales website at Hoan Bai private enterprise – Yen Bai

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Abstract: This topic aims to research and deploy a B2B e-commerce website system for the private enterprise Hoan Bái - Yên Bái, meeting the need for effective business management. Through market assessment and competitor analysis, the topic identifies the goal of designing a user-friendly interface and optimizing the buying and selling process. The research methodology includes both theoretical aspects of B2B e-commerce and practical implementation of web software. The expected result is to enhance the enterprise's competitiveness through a professional website system, while contributing to the development of the information technology industry in local business.

Keywords: B2B website, E-commerce, Research and application