

Building a sales support application on Facebook

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Abstract: In the context of the rapidly growing online business landscape, this topic focuses on building an application to support sales on Facebook. The objective of the research is to address the problem of optimizing product management and promotion on the world's largest social media platform. The approach combines theoretical research on online business management with the implementation of an experimental application. Through this, the project not only provides a technical solution but also makes a significant contribution to improving operational efficiency for small and medium-sized enterprises in the digital age.

Keywords: Sales application, Facebook, Online business, Product management, Online promotion