

Building and designing sales management software for the Dutch-Thai Nguyen Food Company.

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Abstract: Within the framework of the Capstone Project, the topic focuses on building and designing a specialized sales management software system for the Dutch-Thai Nguyen Food Company. The reason for choosing this topic stems from the necessity to enhance business efficiency through modern technology. The project's objective is to develop a software platform that supports optimizing management and sales processes, helping the company manage orders, control inventory, and analyze business data. The research methodology includes a combination of reviewing relevant literature and implementing the software application. The expected results will bring significant performance improvements in sales operations and contribute to the development of management technology in the food industry.

Keywords: Sales management system, Dutch-Thai Nguyen Food Company, Capstone Project, Business data analysis