

Building an online sales management system for Ngoc Cuong-Thai Nguyen Computer Company.

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Abstract: In the context of the increasingly developing online business environment, this topic focuses on building an online sales management system to address operational and administrative challenges of Ngoc Cuong Computer Company in Thai Nguyen. The objective of the research is to develop a comprehensive digital platform that enables the company to improve sales efficiency, optimize transaction processes, and enhance customer experience. The applied methodology includes studying modern theories of online business management combined with experimentation to ensure the system's suitability and feasibility. The expected results will bring significant improvements in sales operations, thereby enhancing the company's competitive position.

Keywords: Online sales management, Information technology, E-commerce, Ngoc Cuong Computer Company, Thai Nguyen