

# **Learn about WordPress and build an e-commerce website for Tuệ Mai-Thái Nguyên Refrigeration Center.**

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**Abstract:** In the context of the strong development of information technology, the necessity of applying the WordPress website management platform to build an effective e-commerce system for the Tue Mai - Thai Nguyen Refrigeration Center has become urgent. The objective of the thesis is to study both theory and practice regarding the design, development, and deployment of an e-commerce website based on the WordPress platform. The method combines theoretical research with the construction of an actual system at the Tue Mai - Thai Nguyen Refrigeration Center to optimize the online business process. Through this, the project aims to contribute to improving service quality and enhancing the center's competitiveness in the e-commerce market.

**Keywords:** WordPress, E-commerce website, Website management platform, Tue Mai - Thai Nguyen Refrigeration Center