

# **Developing an online sales website system for Hoang Anh - Thai Nguyen International Trading Company Limited based on the open-source WordPress platform.**

**Bui Quang Dai**

**Abstract:** In the context of the increasingly developing e-commerce market, this topic focuses on building an online sales website system for Hoang Anh-Thai Nguyen International Trading Company Limited. The objective of the research is to meet the needs of effective product management and promotion in the digital environment through the WordPress open-source platform. Through the process of design, deployment, and testing, the topic not only introduces optimal technical solutions but also provides recommendations for applying technology in the business operations of the enterprise. The expected results will contribute to promoting the digitalization process and enhancing the competitiveness of Hoang Anh-Thai Nguyen International Trading Company Limited.

**Keywords:** Online sales website, WordPress, product management, e-commerce, business