

# **Building an e-commerce website for the fashion store DUY SHOP-Thái Nguyễn**

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**Abstract:** This topic aims to research and design an e-commerce website suitable for the needs of the DUY SHOP fashion store in Thai Nguyen. The context proposes building a website to enhance business efficiency and expand the market for fashion products. The main objective is to provide a comprehensive solution from interface design to product and customer management functions, while integrating features such as online payment and fast delivery. The research method is based on a combination of market analysis, digital experimentation, and application deployment. The expected result is to contribute to improving the competitiveness of DUY SHOP in the fashion field through a modern e-commerce platform.

**Keywords:** E-commerce website, product management, online payment, user interface, fashion business