

Building a sales management program for Dat Viet Thai Nguyen Information Technology Joint Stock Company

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Abstract: In the increasingly fierce competitive landscape of the market, building an effective sales management system plays a crucial role in improving productivity and service quality. This project aims to develop a sales management program for Dat Viet Thai Nguyen Information Technology Joint Stock Company. Through a process of theoretical research combined with experimentation, the project hopes to provide technical solutions to optimize the sales process and improve the company's business performance. The expected results will bring many benefits such as enhancing customer information management, improving the shopping experience for customers, and helping the company make more accurate strategic decisions.

Keywords: Sales management, information technology, business systems, process optimization, practical application