

# **Building a sales management support system for a family store.**

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**Abstract:** In the context of modern business, effective sales management at family-owned stores is becoming increasingly important. This topic proposes building a sales management support system to optimize workflows, enhance customer service quality, and improve business performance. Through a combination of theoretical research and empirical experimentation, the project will integrate advanced technologies such as information management and data analysis to create a comprehensive solution for family stores. The goal of the topic is to develop a system that can be widely applied, contributing to the sustainable development of the retail sector.

**Keywords:** Sales management system, information technology, data analysis, family store, effective business