

Building a sales website for TNG Thai Nguyen Investment and Trading Joint Stock Company

Nguyen Thu Hang

Abstract: In current practice, building a professional sales website is an indispensable requirement for businesses aiming to enhance their competitiveness in the market. This topic focuses on designing and implementing an e-commerce website system for TNG Thai Nguyen Investment and Trading Joint Stock Company, with the goal of improving business efficiency by optimizing the online buying and selling process. Using a combination of theoretical research and experimental methods, the topic will include steps from needs analysis to website deployment. The expected result is a website system that fully meets the company's requirements and provides an effective solution for sales management and online marketing.

Keywords: Sales website, e-commerce, TNG Thai Nguyen Investment and Trading Joint Stock Company, needs analysis, application deployment