

Build a product introduction website for Thai Nguyen New Technology Investment and Trading Company Limited.

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Abstract: This topic aims to research and implement a technical solution to build a product introduction website for Thai Nguyen New Technology Trading and Investment Company Limited. Through contextual analysis, the topic identifies the goal of developing an effective web system that meets the company's needs for brand promotion and sales growth. Using a combination of theoretical research and experimental methods, the project will create a comprehensive technical solution, including a user-friendly interface design, content structure development, and deployment of an easy-to-use content management system. The significance of the topic is to provide the company with a powerful marketing tool, enhance its market competitiveness, and unlock new business potential.

Keywords: Product introduction website, Information technology, Brand promotion, Web engineering, Content management