

Building a website to promote and sell online for the Sport One-Hanoi sports supermarket using WordPress.

Ha Hai Hung

Abstract: Within the framework of this study, we focus on building a modern e-commerce system for Supermarket Sports Sport One in Hanoi. The context is the strong development of e-commerce in the sports sector and the increasing demand for digital platforms to reach a wider customer base. The main objective is to design and deploy a WordPress-based website to provide effective product promotion and online sales services. The research methodology combines theory with experimentation, ensuring the system's flexibility and scalability. The significance of the topic lies in contributing to the development of digital technology in the sports retail industry in Vietnam, while directly benefiting Supermarket Sports Sport One by enhancing its competitiveness and business efficiency.

Keywords: E-commerce, WordPress, E-commerce platform, Product promotion, Digital technology