

Building the e-commerce product "SOZO" on Shopify.

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Abstract: This topic focuses on building and deploying an e-commerce system named SOZO, based on the Shopify platform. The context of the topic is set by the strong development of e-commerce in the digital technology era. The main objective is to design, build, and deploy an effective e-commerce system that meets the needs of small and medium-sized enterprises (SMEs). The research method combines theory on online business with experimentation to develop SOZO. This topic not only provides a specific solution for SMEs but also makes an important contribution to the e-commerce field, affirming the applicability and value of the SOZO system in practice.

Keywords: e-commerce, Shopify, e-commerce system design