

Analysis and design of a retail management information system for Apzon Media Solutions Joint Stock Company - Hanoi

Đinh Thị Đào

Abstract: This topic aims to analyze and design a retail management information system suitable for Apzon Media Solutions Joint Stock Company. The context for choosing this topic stems from the practical need to improve business management efficiency in an increasingly complex business environment. The objective of the research is to build an information system that supports optimizing retail processes and enhancing information management capabilities for the company. The research method combines theory with experimentation to ensure effectiveness in enterprise application. The expected results of the topic will bring significant improvements in business management, thereby contributing to enhancing Apzon's competitiveness in the market.

Keywords: Retail management information system, Media Solutions Joint Stock Company, Enterprise management platform