

Application of 1C solution in retail marketing at Huu Hue Construction and Trading Company Limited - Thai Nguyen

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Abstract: In the fiercely competitive retail market, applying technology to enhance marketing efficiency is an urgent requirement. This study aims to assess the current state of marketing management at Huu Hue Construction and Trading Company Limited - Thai Nguyen and implement a 1C solution to optimize retail marketing processes. The research method combines practical analysis with the application of 1C technology to create an effective marketing management system. The expected results are improved competitiveness and enhanced service quality of the company.

Keywords: Retail marketing, 1C solutions, enterprise management