

Building a sales website for Trung Dung store - Thai Nguyen

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Abstract: This topic aims to build and deploy a professional e-commerce website for the Trung Dung store in Thai Nguyen. The practical context shows that applying information technology to business operations is necessary to improve management efficiency and reach a wider range of customers. The research methodology includes assessing customer and manufacturer needs along with deploying the website on a modern platform, meeting requirements for user interface (UI) and functionality (UX). The expected result is an effective management and sales system, making a significant contribution to the store's business development.

Keywords: E-commerce website, Trung Dung store, Thai Nguyen, business management, information technology