

Building a Sales Management Program for Tam Yen Furniture Store - Bac Giang City

Le Thi Hong Hoa

Abstract: In the context of increasingly fierce competition, building an effective sales management system has become an urgent requirement for Tam Yen furniture store. This topic focuses on developing a sales management program to optimize the sales process and improve service quality for customers. The research method combines theory and experimentation, based on customer needs surveys, analysis of the furniture market in Bac Giang, along with the implementation of information technology applications. The ultimate goal is to build a modern, flexible sales management system that meets the diverse needs of furniture stores while enhancing business efficiency.

Keywords: Sales management, Information technology, Furniture, Store, System