

Building an online fashion sales website for the D&J; Thai Nguyen store.

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Abstract: In the context of e-commerce increasingly developing and becoming an undeniable trend, this topic focuses on building an online fashion sales website to enhance business efficiency for the D&J; Thai Nguyen store. The objective of the topic is to design and implement an e-commerce system to provide online shopping services, meeting the needs of modern customers. Through theoretical and experimental research, the topic expects to achieve significant results in optimizing the sales process, enhancing user experience, and expanding the market reach for the D&J; store. This not only contributes to solving practical problems but also promotes the development of e-commerce locally.

Keywords: Online fashion sales website, E-commerce, D&J; Thai Nguyen Store