

Building and developing an e-commerce website at the Thai Nguyen Provincial Trade Promotion Center

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Abstract: This topic aims to build and deploy an e-commerce website system for the Thai Nguyen Provincial Trade Promotion Center, addressing the problem of enhancing online marketing effectiveness and business development via the Internet. Through a process of theoretical research combined with experimentation, the topic proposes appropriate technical solutions and marketing strategies to optimize user experience on the electronic platform. The expected results will contribute significantly to the development of local e-commerce.

Keywords: E-commerce website, trade promotion, Thai Nguyen province, online business, marketing strategy