

Building a website to promote the services of Tan Dat Transport and Trading Company Limited - Hanoi

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Abstract: In the context of an increasingly competitive transportation market, building a professional website to promote the services of Tan Dat – Hanoi Transport and Trading Company Limited has become extremely necessary. The objective of this project is to design and deploy a web system to enhance brand awareness, increase customer interaction, and optimize service information management processes. The research methodology includes competitor analysis, technical requirement identification, and user interface (UI/UX) design. The expected outcome is the creation of an effective digital platform, contributing to the sustainable development of the company.

Keywords: Website promotion, Transportation company, Information management, UI/UX Design, Brand awareness enhancement