

Building an online sales website for Song Hai Investment and Trading Company Limited - Cau Giay - Hanoi

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Abstract: In the context of an increasingly developing economy, the application of digital technology in business operations is an inevitable trend. This topic focuses on building an online sales website for Song Hai Investment and Trading Company Limited to meet the demand for diversifying customer distribution channels and improving product management efficiency. Through research, the topic combines both theoretical and experimental studies to develop the website system, including designing a user-friendly interface and integrating technologies such as e-commerce and SEO to optimize the online shopping experience for customers. The expected result is a practical application solution that helps Song Hai Company expand its business market and enhance its competitive capacity.

Keywords: Website sales, e-commerce, SEO, user interface, product management