

Analysis and design of a sales management website for Ha Thanh Educational Equipment and Toys Joint Stock Company - Hanoi

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Abstract: This topic focuses on analyzing and designing an online sales management system for Ha Thanh Educational Equipment and Toys Joint Stock Company. The context of the topic stems from the need to modernize business processes to enhance operational efficiency and expand the market in the education sector. The main objective is to build an e-commerce website that meets requirements for a user-friendly interface, professional product management features, and strong sales capabilities. The research methodology includes a combination of current situation analysis, interface design, and practical testing to ensure the system aligns with the specific needs of the company. This topic is expected to significantly contribute to improving business performance and strengthening the company's competitive position in the education market.

Keywords: Sales management website, E-commerce, Education