

Building an online sales website for Tuấn Nghĩa Manufacturing and Assembly Company Limited in Hanoi.

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Abstract: In the context of the rapidly developing e-commerce market, this topic focuses on building an online sales system to enhance the business efficiency of Tuan Nghia Manufacturing and Assembly Company Limited in Hanoi. The objective of the research is to design and deploy an e-commerce website that effectively meets the needs of order management, promotions, and product advertising. The method combines theoretical research and experimentation to ensure the integrity of the system. The expected result is an improvement in the company's competitiveness by maximizing the benefits of online business.

Keywords: E-commerce website, online retail, business management