

Building a product introduction and online sales website for Truong Hung Viet Nam Industrial Company Limited.

Nguyen Thi Mai Linh

Abstract: This topic aims to research and build an e-commerce web system suitable for the scale and business needs of Truong Hung Industrial Company Limited. Through analyzing the market context and competitors, the topic identifies the main goal as developing a digital solution to enhance customer reach efficiency and strengthen online sales capabilities for the enterprise. The project implementation process includes designing a user-friendly interface, building a product database, and deploying e-commerce features such as online payment. The expected result will provide an effective marketing tool while contributing to the sustainable development of the enterprise.

Keywords: E-commerce website, Information Technology, Online Business