

Building a phone sales website for Phương Hà phone store - Thái Nguyên

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Abstract: In the context of the strong digitalization of the e-commerce market, building a sales website for Phuong Ha - Thai Nguyen phone store aims to meet the demand for providing effective marketing solutions. The objective of the project is to design and deploy a professional web sales system, helping to enhance brand recognition and increase online sales revenue. The project combines theoretical research on e-commerce management with practical application development, providing a solution for integrating digital technology into traditional business. The expected result is a user-friendly website that meets security and e-commerce transaction standards, while contributing to the development of students' web programming skills and improving the store's operational efficiency.

Keywords: Sales website, e-commerce, business administration, Thai Nguyen, website design