

Researching e-commerce, building a flower sales website for Son Cuong company with Magento CMS.

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Abstract: This topic aims to research and deploy an e-commerce system to build a flower-selling website for Son Cuong Company Limited. The context of the topic is set in the rapid development trend of modern e-commerce, with the goal of improving business efficiency and expanding the company's market through online channels. The research method combines theory with experimentation, through competitor analysis, identifying technical requirements, and deploying the system based on the Magento CMS. The expected result is a professional e-commerce website that meets customer needs and enhances business management capabilities for Son Cuong Company Limited.

Keywords: e-commerce, website development, Magento CMS, business management, competitor analysis