

Research on e-commerce, study of PrestaShop CMS to build an e-commerce website for online sales.

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Abstract: This topic aims to determine the role and effectiveness of the PrestaShop Content Management System (CMS) in building e-commerce websites. The practical context shows the necessity of a digital platform to optimize the online sales process. The project will apply a combination of theoretical research and experimentation to develop an effective e-commerce system that meets diverse customer needs. The expected result is to provide a comprehensive solution for businesses in building and managing online stores, contributing to the development of the e-commerce market.

Keywords: e-commerce, CMS PrestaShop, e-commerce website, online sales, content management