

Building an electronic trading floor for T&G; Company Limited

Dam Thi Phuong Thao

Abstract: In the context of the booming online business landscape, this project aims to build an efficient e-commerce platform system to optimize the sales process and customer management of T&G; Company Limited. Through theoretical research on e-commerce and experimentation with modern technologies, this project not only meets the specific needs of the enterprise but also provides a simultaneous solution for many other business partners. The expected outcome is an advanced digital platform that promotes sustainable growth and improves customer experience.

Keywords: electronic trading floor, e-commerce, business management, information technology, sales system