

Building an online book sales website for Tiến Đoàn TECHCOM Investment Joint Stock Company.

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Abstract: In the context of the increasingly developing online book market and the shift of consumer shopping demand towards online purchasing, this topic focuses on building an online book sales website system for Tiến Đoàn TECHCOM Investment Joint Stock Company. The research objectives are to identify requirements and design a user-friendly interface, deploy a diverse product database, and build convenient payment features. The applied method combines website design theory with experimentation on a modern development platform to ensure effectiveness during implementation. The expected result is to create a professional e-commerce system, enhance competitiveness, and expand business opportunities for the company.

Keywords: e-commerce, online bookstore website, user interface design