Site Builder for Product Catalogue

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# PART A – INTRODUCTION

Nowadays, the development of internet and information technology led to the dramatic increase in online users. Among of them, a lot of users search for necessary products, suitable prices, brands and price comparison as well. Hence, more and more companies want to create a website for showing their product catalogue as an online marketing method.

Besides, we all recognized that creating a website for non IT Commercial Corporation is time consuming and expensive.

Currently, in Vietnam, there are some websites that provide site builder services for creating a commercial website such as websieutoc.vn, matbao.vn and bizweb.vn. However, they are not easy to use and do not concentrate on any fields. Therefore, it is hard for online salesmen to use their services especially for creating products catalogue website.

From above mentioned reasons, this project is going to build a site builder that mainly concentrates on creating products catalogue sites. It is not only offers to create site base on available templates but also offers to customize site which is easy to use, enhances visibility and effectiveness by drag and dropfunction.

For more features to build website, user must upgrade account level. In addition, the site builder also supports for mapping user’s site domain. If user does not have any domains, the site builder will support for a default domain. User can view statistics about number of visitors to their website, which products visitors mostly view.