**Entities:**

1. **User**
   * **Attributes:**
     + UserID (Primary Key)
     + Username
     + PasswordHash
     + Email
     + PhoneNumber
     + Address
     + Role (e.g., customer, admin)
2. **Product**
   * **Attributes:**
     + ProductID (Primary Key)
     + ProductName
     + BriefDescription
     + FullDescription
     + TechnicalSpecifications
     + Price
     + ImageURL
     + CategoryID (Foreign Key)
3. **Category**
   * **Attributes:**
     + CategoryID (Primary Key)
     + CategoryName
4. **Cart**
   * **Attributes:**
     + CartID (Primary Key)
     + UserID (Foreign Key)
     + TotalPrice
     + Status (e.g., active, completed)
5. **CartItem**
   * **Attributes:**
     + CartItemID (Primary Key)
     + CartID (Foreign Key)
     + ProductID (Foreign Key)
     + Quantity
     + Price
6. **Order**
   * **Attributes:**
     + OrderID (Primary Key)
     + CartID (Foreign Key)
     + UserID (Foreign Key)
     + PaymentMethod (e.g., VNPay, ZaloPay, PayPal)
     + BillingAddress
     + OrderStatus (e.g., processing, shipped, delivered)
     + OrderDate
7. **Payment**
   * **Attributes:**
     + PaymentID (Primary Key)
     + OrderID (Foreign Key)
     + Amount
     + PaymentDate
     + PaymentStatus
8. **Notification**
   * **Attributes:**
     + NotificationID (Primary Key)
     + UserID (Foreign Key)
     + Message
     + IsRead
     + CreatedAt
9. **ChatMessage**
   * **Attributes:**
     + ChatMessageID (Primary Key)
     + UserID (Foreign Key)
     + Message
     + SentAt
10. **StoreLocation**
    * **Attributes:**
      + LocationID (Primary Key)
      + Latitude
      + Longitude
      + Address

**Relationships:**

* **User - Cart:** A user can have multiple carts, but only one active cart at a time. (One-to-Many)
* **Cart - CartItem:** A cart can contain multiple items, each linked to a specific product. (One-to-Many)
* **Product - CartItem:** A product can be added to multiple cart items. (One-to-Many)
* **Cart - Order:** Each cart can be checked out to create an order. (One-to-One)
* **Order - Payment:** Each order can have one payment. (One-to-One)
* **User - Notification:** A user can receive multiple notifications. (One-to-Many)
* **User - ChatMessage:** A user can send multiple chat messages. (One-to-Many)
* **Category - Product:** A category can have multiple products. (One-to-Many)
* **StoreLocation - Order:** A store location is referenced when showing directions for delivery or pickup. (One-to-Many)