

**NGUYEN TAT THANH UNIVERSITY  
FACULTY OF BUSINESS ADMINISTRATION**



**NGUYEN TAT THANH  
GRADUATION THESIS**

**TITLE:**

**PROPOSE SOLUTIONS FOR DIGITAL MARKETING  
AND E-COMMERCE BUSINESS OPERATIONS OF  
CHONGIAY COMPANY LIMITED**

*Lecturer:*  
**MBA. NGUYEN VAN MINH**

*Student:*  
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Student ID: 2000000519  
Class: 20DTMDT1A**

**HCMC – 2024**

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**STUDENT**

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