

INTRODUCTION

Problem statement

In the current era of rapid digital technology advancement, e-commerce has become an integral aspect of business operations for numerous companies. Quang Khap Food Trading And Production Company Limited is no exception to this trend. To seize opportunities and navigate challenges in an increasingly competitive business environment, it is crucial to assess outcomes and propose effective measures to enhance the B2C e-commerce model for the benefit of customers and the enterprise.

This research aims to evaluate the efficacy of the existing B2C e-commerce model within the company. By doing so, it will identify areas that require improvement and recommend appropriate solutions. Optimizing the e-commerce model will enhance business efficiency, customer attraction and retention, as well as bolster sales. A well-developed B2C e-commerce model will provide customers with a convenient and enjoyable shopping experience. This, in turn, will enable the company to better comprehend customer needs and desires, leading to improved user interface, enhanced interactivity, and superior customer service. Consequently, an appealing online shopping environment will be established, resulting in increased customer satisfaction and loyalty.

With the intensifying competition in the B2C e-commerce market, it is essential for the company to position itself and develop its e-commerce model to align with the competitive landscape. The company can leverage the strengths of the current model and incorporate unique features to differentiate itself and captivate the market. The development of the B2C e-commerce model at Quang Khap Food Trading And Production Company Limited not only benefits the company but also contributes to local economic growth. It creates numerous job opportunities, boosts income for workers, and generates revenue for the state budget.

In conclusion, the evaluation and improvement of the B2C e-commerce model at Quang Khap Food Trading And Production Company Limited hold

significant importance as a graduation topic. This research will enable the company to grasp e-commerce trends, meet market demands, and enhance overall business efficiency. Additionally, it will contribute to local economic development and provide benefits to customers. Ultimately, this will allow the company to establish and maintain a successful and sustainable B2C e-commerce model in today's digital age.

Research objectives

Evaluate and analyze the strengths and weaknesses that the B2C e-commerce model brings to businesses.

Propose solutions to develop B2C e-commerce models for businesses.

Research Question

Strengths, weaknesses, opportunities, and challenges affecting the B2C e-commerce model at Quang Khap company.

Evaluation of the current results of the company's B2C e-commerce model.

Proposed solutions to enhance the effectiveness of the B2C e-commerce model at the company?

Research method

✚ Synthetic analysis, models, diagrams

✚ Combine with data collection methods

Research subject

Operations of the B2C e-commerce model at Quang Khap Food Trading And Production Company Limited.

Research scope

Time: 3 months from July 3, 2023 to October 3, 2023

Structure of the thesis

In addition to the introduction and conclusion, the article structure includes the following content:

- ✚ Chapter 1: Theoretical basis
- ✚ Chapter 2: Current status of B2C model at Quang Khap Food Trading And Production Company Limited.
- ✚ Chapter 3: Evaluating results and providing solutions to develop B2C e-commerce model at Quang Khap Food Trading And Production Company Limited.