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LIST OF ACRONYMS

Acronyms	Meaning Of The Word
B2B	Business To Business
B2C	Business to Customer
C2B	Consumer to Business
C2C	Consumer to Consumer
B2G	Business to Government
C2G	Consumer to Government
G2B	Government to Business
G2C	Government to Customer
G2G	Government to Government
SEO	Search Engine Optimization
IBM	International Business Machines
CMS	Catalog Management System
GDPR	General Data Protection Regulation

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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