ABSTRACT

Theme of the Graduation Thesis: "Development of the project online store (for example, OOO «Forsage»)".

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Information about the contracting authority: OOO «Forsage».

Relevance of the research topic: the main objective of any commercial organization offering goods or services is the maximization of profit. To solve this problem it is necessary to make information about your company available to as many people as possible. For the benefit of this goal, it is possible to successfully use Internet technologies. Now, any user can make purchases and receive services without leaving home. This greatly facilitates the life of buyers, saving time and money.

Objective: develop a draft online store of sports shoes OOO "Forsage".

Tasks:
1. Explore the subject area.
2. Evaluate the features of the concept of e-commerce.
3. Analyze the online store of similar subjects.
4. Analyze the principles and technologies of online store development.
5. Choose a development strategy.
6. Design an online store model.
7. Develop a web online store.
8. Evaluate the economic effect of creating a project.

Theoretical and practical significance of the research: lies in the possibility of using theoretical developments, subsequently used to implement an online store as a tool to improve the efficiency of the activities of Forsage.

Results of the research: the developed project of the online store meets all modern requirements of web-technologies. After entering the program, the seller
receives information about orders and sees a menu that allows him to view product
data, create a record, edit an existing record, delete records, and send existing
orders. The goods are divided into manufacturers, followed by the details of the
selected product, which optimizes the search.

**Recommendations**: the obtained results and the developed project of an
online store are recommended for implementation at Forsage, which sells sports
shoes.