Essay

The theme of Final Qualifying Work: Website development of furniture store.

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Information about the contracting authority: furniture store LLC "Papa Carlo", Mineralnye Vody.

Relevance of the research topic. Creation of the websites is an actual and demanded scope of work for companies because websites are relatively cheap, massive and creative way of advertising on the Internet, which gives the opportunity to potential customers to easily get information about goods and services of the company. It helps to find new customers and business partners and, of course, increases sale rate and cost-effectiveness of the enterprise.

Objective: the creation of an online store to expand the market of LLC "Papa Carlo".

Tasks:

1. To research the information system of the distributer LLC "Papa Carlo" and identify disadvantages in the structure and the work.
2. Justification for developing a website for the furniture store.
3. Analysis of existing sites of furniture stores and identification of their positive and negative sides.
4. Analyzing and selection of technologies for website development.
5. Web development.

Theoretical and practical significance of the research:

Theoretical significance is the consideration of theoretical basis for the creation of websites, as well as using systems and areas of site's development in the system of promotion of furniture factories. Practical significance of the research results is the creation of an online furniture store, which can be used as a basis for developing websites for other furniture stores.

Results of the study: The online store of LLC "Papa Carlo" is developed.

Recommendation:

1. It's possible to create more dynamic pages that reflect the direction of the organization with the further development of the product.

2. Refining the interface of the website in order to further enhance its information content, attractiveness and convenience as a further improvement of the online store.