



PRIME COLLEGE
Khushibun, Kathmandu, Nepal

A Case Study
On
Reizvoll

Submitted By
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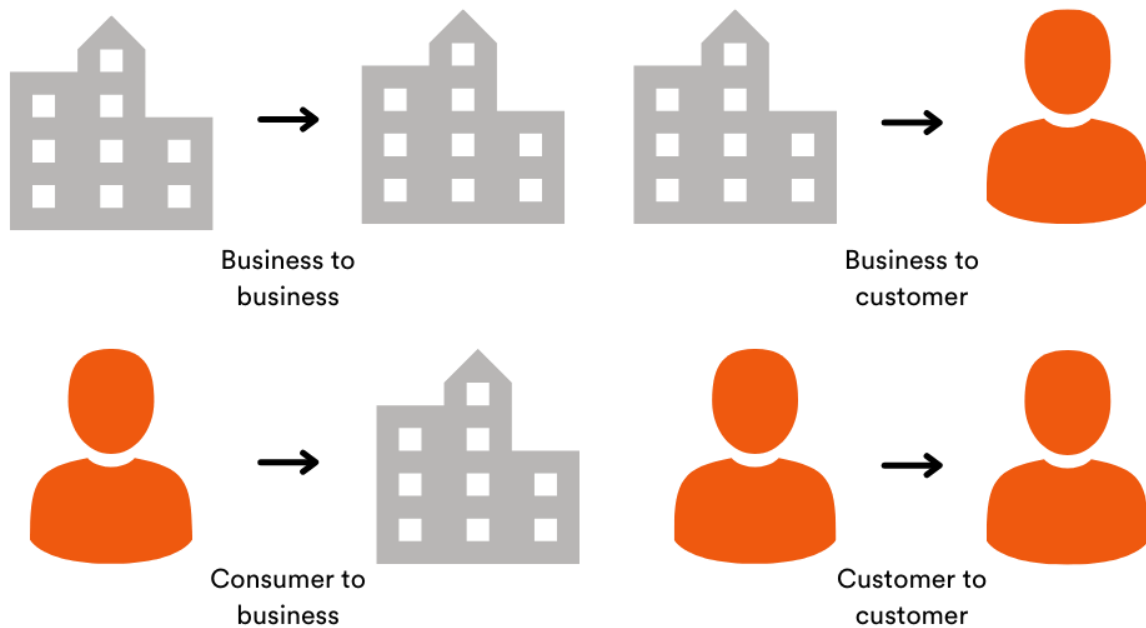
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CHAPTER 1

INTRODUCTION

1.1. Definition

E-commerce is the buying and selling of goods and services over the internet by the use of computers, tablets, and other smart devices. Here buyers and sellers meet over the internet. E-commerce can also be something that facilitates e-transaction.



1.1.1 Business to Consumer (B2C)

The most commonly discussed type of e-commerce is business-to-consumer (B2C) e-commerce, in which online businesses attempt to reach individual consumers. B2C e-commerce includes purchases of retail goods; travel, financial, real estate, and other types of services. Eg Amazon, Google, Facebook, Tencent.

1.1.2 Business to Business (B2B)

Business-to-business (B2B) e-commerce, in which businesses focus on selling to other businesses, is the largest form of e-commerce. The ultimate size of B2B e-commerce is potentially huge. There are two primary business models used within the B2B arena: Net marketplaces, which include e-distributors, e-procurement companies, exchanges, and industry consortia, and private industrial networks.

1.1.3 Customer to Business (C2B)

Consumer-to-business (C2B) is a business model in which consumers (individuals) interact with a business. For example, when a consumer writes reviews or when a consumer gives a useful idea for new product development then that consumer is creating value for the business if the business adopts the input. In the C2B model, a reverse auction or demand collection model, enables buyers to name or demand their own price, which is often binding, for a specific good or service. Inside of a consumer to business market the roles involved in the transaction must be established and the consumer must offer something of value to the business.

1.1.4 Customer to Customer (C2C)

Consumer-to-consumer (C2C) is a business model where a consumer (individual) interacts with another consumer (individual) with one being buyer and another seller. For example, Hamrobazaar, Facebook Marketplace.

1.2. Anatomy of E-Commerce

The building blocks in the infrastructure are Common business services, Messaging & Information Distribution, Multimedia Content and Network Publishing, and the Information Superhighway. And the two pillars supporting all e-commerce applications and infrastructure are Public Policy and Technical Standards.



Fig: Generic Framework of Electronic Commerce

The first part consists of a variety of electronic commerce applications including both inter and intra-organizational and electronic market examples such as Supply Chain Management, Video-on-Demand, Procurement and purchasing, On-line marketing and advertising, home shopping etc.

The second part of the building blocks of the infrastructure consists of Common business services, for facilitating the buying and selling process. Messaging and information distribution, as a means of sending and retrieving information (ex-EDI, e-mail, P2P file transfer) multi-media content and network publishing, for creating a product and a means to communicate about it. Information Superhighway infrastructure consisting of telecommunication, cable operator, ISPs, Wireless technologies and Internet.

The third part consists of the public policy and technical standards necessary to support the applications and the infrastructure public policies govern issues like universal access, privacy, and information pricing. The public policy infrastructure affects not only the specific business but also direct and indirect competitors. Technical Standards governs issues like technology for communication and as well as for Internet.

1.3. E-Commerce Business Model

A business model is a set of planned activities (sometimes referred to as business processes) designed to result in a profit in a marketplace. A business model is not always the same as a business strategy, although in some cases they are very close insofar as the business model explicitly takes into account the competitive environment. The business model is at the center of the business plan. A business plan is a document that describes a firm's business model. A business plan always takes into account the competitive environment. An e-commerce business model aims to use and leverage the unique qualities of the Internet, the Web, and the mobile platform.

1.4. Elements of Business Model

Creating a business is a daunting task. A business does not on its own. Many elements must be taken under consideration. Every business has its certain elements. These elements can help you succeed as it enhances business growth.

The business model is the primary aspect of any business plan. It not only helps you stay organized and focused but is needed if you are looking for investors. It also helps in ease of working. Elements of a business model helps you to consider various important factors. Following are the elements your model should look after.

1.4.1 Value Proposition

It describes what your product or service does to fulfill customer's needs. It should clearly define why a customer would buy from you or make use of your service. For investors value proposition should be personalized and customized to include reduction of product search, discovery costs and how you will manage product delivery.

1.4.2 Revenue Model

This portion refers to how you plan to make money from your business through revenue. Some revenue models are advertising revenue model, subscription revenue model, Transaction fee revenue model etc. It is more appealing to investors as they are interested on how their investments would return.

1.4.3 Market Opportunity

The term market opportunity refers to the company's intended marketspace (i.e., an area of actual or potential commercial value) and the overall potential financial opportunities available to the firm in that marketspace. The market opportunity is usually divided into smaller market niches. The realistic market opportunity is defined by the revenue potential in each of the market niches where you hope to compete.

1.4.4 Competitive Environment

Your product maybe new to the market or not. It may be that the idea has been already implemented. So you must make sure that the market isn't saturated with your product or service. You want to figure out who your competition is? Who is offering a similar product or service in your market space? And know how to tackle it. It gives a edge to your product.

1.4.5 Competitive Advantage

By knowing who your competition is, what they offer, and how much they charge, you can work to differentiate yourself from them. First, figure out how you're different to encourage customers to choose your company. It might be selling a similar product or service for less or having a specific company culture that resonates with people.

1.4.6 Market Strategy

You want to figure out how you plan to enter the market and attract customers, so its important to know how you will make your first impression. It needs to be a well-thought-out process. The things you may want to consider are target audience, product delivery, advertisements and so on.

1.4.7 Organizational Development

Its also imperative to organize how your business will run to avoid chaos and keep things streamlined. You want to have organizational structures in place as this will help ensure that essential work is completed. In addition, a proper process must be defined that makes it easy for employees to understand their roles and help them be as efficient as possible.

1.4.8 Management Team

This business model aspect will explain the experiences and background that a company leader should look for. Whether you have your management team together or not, you want to consider what you need from them. If you have a strong team, they can change the business model.

1.5. Types of Revenue Model

Revenue Model is the model that defines how income is being generated. Following are its types

1.5.1 Advertising Revenue Model

Here a company that offers content, services, and/or products also provides a forum for advertisements and receives fees from advertisers. Companies that are able to attract the greatest viewership or that have a highly specialized, differentiated viewership and are able to retain user attention (“stickiness”) are able to charge higher advertising rates. Some of its examples are Facebook, Instagram etc.

1.5.2 Subscription revenue model

Here a company that offers content or services charges a subscription fee for access to some or all of its offerings. Experience with the subscription revenue model indicates that to successfully overcome the disinclination of users to pay for content, the content offered must be perceived as a high value-added, premium offering that is not readily available elsewhere nor easily replicated. Companies successfully offering content or services online on a subscription basis include Spotify, and Apple Music (music), Netflix and Hulu (television and movies) etc.

1.5.3 Transaction fee revenue model

Here a company receives a fee for enabling or executing a transaction. E*Trade, a financial services provider, receives transaction fees each time it executes a stock transaction on behalf of a customer.

1.5.4 Sales revenue model

Companies derive revenue by selling goods, content, or services to customers. Companies such as Amazon, L.L.Bean, and Gap all have sales revenue models. A number of companies are also using a subscription-based sales revenue model.

1.5.5 Affiliate Revenue Model

Companies that steer business to an “affiliate” receive a referral fee or percentage of the revenue from any resulting sales. For example, MyPoints makes money by connecting companies with potential customers

by offering special deals to its members. When they take advantage of an offer and make a purchase, members earn “points” they can redeem for freebies, and MyPoints receives a fee.

1.6. Different types of B2C Business Model and B2B Business Model

1.6.1 B2C Business Model

Business-to-consumer (B2C) e-commerce, in which online businesses seek to reach individual consumers, is the most well-known and familiar type of e-commerce. The different types of B2C Model are explained below.

1.6.1.1 E-Tailer

Online retail stores, often called e-tailers, come in all sizes, from giant Amazon to tiny local stores. E-tailers are similar to the typical bricks-and-mortar storefront, except that customer only have to connect to the Internet or use their smartphone to place an order

1.6.1.2 Community Provider

Although community providers are not a new phenomenon, the Internet has made such sites for like-minded individuals to meet and converse much easier, without the limitations of geography and time to hinder participation. Community providers create an online environment where people with similar interests can transact (buy and sell goods); share interests, photos, videos; communicate with like-minded people; receive interest-related information; and even play out fantasies by adopting online personalities called avatars.

1.6.1.3 Content Provider

Content providers distribute information content, such as digital video, music, photos, text, and artwork. Content providers can make money via a variety of different revenue models, including advertising, subscription fees, and sales of digital goods.

1.6.1.4 Portal

Initially, portals sought to be viewed as “gateways” to the Internet. Today, however, the portal business model is to be a destination. They are marketed as places where consumers will hopefully stay a long time to read news, find entertainment, and meet other people (think of destination resorts).

1.6.1.5 Transaction Broker

Companies that process transactions for consumers normally handled in person, by phone, or by mail are transaction brokers. The largest industries using this model are financial services, travel services, and job placement services. The online transaction broker’s primary value propositions are savings of money and time. In addition, most transaction brokers provide timely information and opinions. Companies such as

Monster offer job searchers a global marketplace for their talents and employers a national resource for that talent.

1.6.1.6 Market Creator

Market creators build a digital environment in which buyers and sellers can meet, display and search for products and services, and establish prices. Prior to the Internet and the Web, market creators relied on physical places to establish a market. Beginning with the medieval marketplace and extending to today's NEPSE, a market has meant a physical space for transacting business.

1.6.1.7 Service Provider

While e-tailers sell products online, service providers offer services online. There's been an explosion in online services that is often unrecognized. Photo sharing, video sharing, and user-generated content (in blogs and social networks) are all services provided to customers. Google has led the way in developing online applications such as Google Maps, Google Docs, and Gmail. Other personal services such as online medical bill management, financial and pension planning, and travel recommendation are showing strong growth.

1.6.2 B2B Business Model

Business-to-business (B2B) e-commerce, in which businesses focus on selling to other businesses, is the largest form of e-commerce. The different types of B2B Model are explained below.

1.6.2.1 E-Distributor

Companies that supply products and services directly to individual businesses are e-distributors. E-distributors are owned by one company seeking to serve many customers. However, as with exchanges (described on the next page), critical mass is a factor. With e-distributors, the more products and services a company makes available, the more attractive it is to potential customers. One-stop shopping is always preferable to having to visit numerous sites to locate a particular part or product.

1.6.2.2 E-Procurement

Just as e-distributors provide products to other companies, e-procurement firms create and sell access to digital markets. B2B service providers make money through transaction fees, fees based on the number of workstations using the service, or annual licensing fees. They offer purchasing firms a sophisticated set of sourcing and supply chain management tools that permit firms to reduce supply chain costs.

1.6.2.3 Exchanges

Exchanges have garnered most of the B2B attention and early funding because of their potential market size even though today they are a small part of the overall B2B picture. An exchange is an independent digital marketplace where hundreds of suppliers meet a smaller number of very large commercial purchasers.

1.6.2.4 Industry Consortia

Industry consortia are industry-owned vertical marketplaces that serve specific industries, such as the automobile, aerospace, chemical, floral, or logging industries. In contrast, horizontal marketplaces sell specific products and services to a wide range of companies.

1.6.2.5 Private Industrial Networks

A private industrial network (sometimes referred to as a private trading exchange or PTX) is a digital network designed to coordinate the flow of communications among firms engaged in business together. The network is owned by a single large purchasing firm. Participation is by invitation only to trusted long-term suppliers of direct inputs.

CHAPTER 2

E-COMMERCE IN NEPAL

2.1. Present trends being practiced on e-commerce in Nepal

Current leaders of e-commerce in Nepal are undoubtedly Daraz, SastoDeal, Hamrobazar, and many more small companies are following these trends. The e-commerce market in Nepal is getting crowded day by day where smaller startups are trying to earn their place. With new e-commerce being established at a rapid phase, the total e-commerce market is estimated to worth more than 25 million which will easily triple in coming days. The future of e-commerce in Nepal is bright. This itself proves that the market is going to get quite competitive in the coming days.

However, the challenges in e-commerce can't be neglected, especially not in Nepal.

- **Unhealthy Competition**

Increase in competitors doesn't always mean that the quality of products and service is going to increase at the same ratio. Many startups are also failing because of the fact that the competition is getting fierce. Many companies are unable to find and set their goals and with every e-commerce trying to feed in all kinds of products, it's a game of price, where the lowest one is able to sustain. Thus, it's a steep battle and definitely a challenge to stand out in the crowd.

- **Lack of Trust**

The major challenges most e-commerce companies in Nepal face is convincing the audience that they can be trusted. There are many factors that contribute to this and disappointing first experience is a major one. When one company screws a customer, then it not only affects that company, it will affect the overall market. Another factor is the trend that people of Nepal still prefer to see and feel the goods before buying them. They want to inspect the goods closely, bargain and then buy them. Even though e-commerce is an easy buy solution in western countries, many people in Nepal are not able to see this because of the lack of professional service.

- **Lack of Online Payment Methods**

This is a major issue but is also a problem that has already improved to a great degree. In maybe a few years we'll have a reliable and easy way of making a reliable online transaction. Although we do have digital payments methods in Nepal such as eSewa, Khalti and many more, Cash on delivery is still a preferred method. We are still not accustomed to using digital wallets.

- **Lack of Proper Address System**

The main objective of e-commerce is to get the product delivered to the doorsteps. With complicated and incomplete address system in Nepal, this is not possible. What most e-commerce companies do is make a call during delivery and agree to meet at a certain known place. Nepal has yet to solve this problem. This problem is not only a challenge to the e-commerce sector in Nepal, but it's also an issue to many other industries.

2.2 Brief Introduction to some of the e-commerce in Nepal

Some of the leading e-commerce of Nepal are:

Hamrobazaar

Hamrobazar.com is FREE online classified which enables individuals as well as companies to list wide variety of new or used product online. We at hamrobazar.com believe that Internet is a great promotional vehicle as well as communication channel for connecting buyers and sellers. Hamrobazar.com is perfect solution that helps to list your products for FREE. It is thus C2C business.

Daraz

Daraz is a global online marketplace with ecommerce stores in Pakistan, Bangladesh, Nepal, Sri Lanka and Myanmar. Daraz strives to provide customers the best shopping experience in Nepal. The online store is updated daily and new products are added every day to cater to all your needs. It is aB2C business.

Thulo.com

On thulo.com, you can **shop online** for your basic daily necessities to other necessities you might need. Browse through thousands of products from our array of online categories such as **Personal Care, Electronics, Apparel, Sports and Outdoors, Office Supplies, Fashion, Books, Groceries**, and many more. They have served thousands of satisfied customers who have remained loyal to our cause. Through our online shopping platform, we are grateful to have served customers from all over the world. It is thus a B2C business.

SastoDeal

Sastodeal is one of the leading eCommerce companies in Nepal, with millions of customers and thousands of vendors/partners all over Nepal. They have a logistic network that ensures deliveries in most parts of the nation, except for some locations (work in progress). Their goal is to ensure that our users and customers can buy products at affordable prices, get their products delivered as assured and on time regardless of their location. On the other hand, they provide a platform for our vendors to cater to millions of customers without additional cost to their business.

DalayDai

DalayDai.com is a free online platform for buying and selling Houses, Lands and everything Real Estate. We at dalaydai.com are committed to make, searching a perfect Home or a perfect plot of Land for Nepali people effortless and easy like it has never been. It is C2C.

CHAPTER 3

E-COMMERCE IN GLOBAL

3.1. Present trends being practiced on e-commerce in Global

Global ecommerce is the process of selling products or services online across geopolitical borders to customers in foreign countries. Compared to local ecommerce, in which a retailer only sells within its country of origin, global ecommerce allows merchants to expand into non-native markets and reach new customers.

The major trends in e-commerce in from a business, technological, and societal perspective can be described as shown below.

3.1.1 Business

The Covid-19 pandemic fuels a surge in retail e-commerce and m-commerce. The mobile app ecosystem continues to grow, with almost 2.8 billion people worldwide using mobile apps. Social e-commerce, based on social networks and supported by advertising, emerges and continues to grow, generating an estimated \$90 billion worldwide in 2020. Local e-commerce, the third dimension of the mobile, social, local e-commerce wave, is also growing, fueled by an explosion of interest in on-demand services such as Uber, Deliveroo, DoorDash, and others. Although global economic activity declined in 2020 due to the pandemic, B2B e-commerce revenues remained stable and are expected to continue to increase. On-demand service firms continue to attract billions in capital and garner multi-billion-dollar valuations. Although companies operating in the travel industry, such as Uber and Airbnb, are severely impacted by the Covid-19 pandemic, others, such as Instacart and DoorDash, which operate in the grocery and restaurant delivery areas, grow. Mobile advertising continues growing at astronomical rates, accounting for over 70% of all digital ad spending. Small businesses and entrepreneurs continue to flood into the e-commerce marketplace, often riding on the infrastructures created by industry giants such as Apple, Facebook, Amazon, Google, and eBay

3.1.2 Mobile shopping and social commerce

The COVID-19 pandemic made a significant impact on ecommerce trends around the world. With brick-and-mortar stores shuttering overnight, shoppers flocked to the internet to buy their things. Experts say the pandemic accelerated the shift to online shopping by as much as five years.

M-commerce, or mobile commerce, involves shopping online through a mobile device, like a smartphone or tablet. M-commerce will continue to break out over the next few years. Technological advances like branded shopping apps, 5G wireless, and social shopping make it easier for people to shop on their phones.

In 2021, mobile shopping from Shopify merchants captured 71% of online sales via mobile over BFCM. Online retail continues to expand due to the increasing use of smartphones and tablets globally. In 2022, smartphone retail ecommerce sales are expected to pass \$432 billion, up from \$148 billion in 2018. Mobile

shopping apps are becoming more popular amongst retailers and shoppers, with one in five US shoppers reporting using them multiple times per day.

The competition is on the rise, with 49% of brands investing in social commerce content in 2022. Expect more branded shopping apps, more SMS and Facebook Messenger marketing campaigns, and more social commerce content on TikTok and Instagram.

3.1.3 Cross-border buy now, pay later adoption

The buy now, pay later (BNPL) trend shows no signs of slowing down. Well-established brands in Europe have begun their move into the US and various global markets. JP Morgan reports that “mobile, cross-border and buy now, pay later are on the rise as consumers show a willingness to adopt new shopping and payment methods.”

Klarna, a Swedish-based BNPL company, reported a sharp increase in transactions using its platform in the January to March 2021 quarter, fueled by growth in the US. Klarna’s gross merchandise volume (GMV) nearly doubled to \$18.9 billion in the first quarter, from \$9.9 billion one year prior. The number of US shoppers using Klarna doubled to 17 million in April 2021, experiencing a 125% increase in downloads.

3.1.4 The metaverse and interactive shopping

Brands are betting on virtual shopping and experimenting with augmented and virtual reality retail on different ecommerce platforms. The metaverse, a 3D virtual world, eliminates borders for consumers. People around the world can experience products in a metaverse no matter where they live.

3.2. Brief Introduction to some of the e-commerce in Global

Some of the e-commerce services in global sense are:

Amazon

Amazon (Amazon.com) is the world's largest online retailer and a prominent cloud services provider. The company was originally a book seller but has expanded to sell a wide variety of consumer goods and digital media as well as its own electronic devices, such as the Kindle e-book reader, Kindle Fire tablet and Fire TV, a streaming media adapter.

Amazon Web Services(AWS) is a comprehensive, evolving cloud computing platform. The first AWS offerings were launched in 2006 to provide online services for websites and client-side applications. Amazon's Elastic Compute Cloud (EC2) and Simple Storage Service (S3) are the backbone of the company's large and growing collection of Web services.

Ebay

eBay, global online auction and trading company launched by American entrepreneur Pierre Omidyar in 1995. eBay was one of the first companies to create and market an Internet Web site to match buyers and sellers of goods and services. The company, which caters to individual sellers and small businesses, is a market leader in e-commerce worldwide. eBay is headquartered in San Jose, California.

Customers can participate in Web sites set up within their own country or use one of the company's international sites. There are eBay Web sites for both the U.S. and Canadian markets, most European countries, and several countries in Asia. Latin American Web sites are operated in association with Mercado Libre, an e-commerce provider running similar operations. Although auctions constitute the bulk of eBay sales, fixed-price sales also constitute a significant share of transactions.

Alibaba

Alibaba is China's and by some measures, the world's biggest online commerce company. Its three main sites Taobao, Tmall and Alibaba.com have hundreds of millions of users, and host millions of merchants and businesses. Alibaba handles more business than any other e-commerce company.

CHAPTER 4

REIZVOLL

4.1. About Reizvoll

Reizvoll is a popular cosmetic and skincare product manufacturer, offering a wide range of world class products. These products are produced after years of research by experts.

Their whole concept is about celebrating a person's beauty. They want to go along as you try on many avatars and discover your true colors and your unique personal style. Besides providing you with expert advice and guidance on their blog. Their passionate team includes 25 leading professionals. These are their stylists, skin, hair, personal care and wellness experts, female and male. Together, they make our products range universal.

Their whole concept is about celebrating a person's beauty.

4.1.1 Value Proposition

The core objective of the company is to provide original, tested and well researched beauty products in a reasonable price. The product covers Face, Eyes, Lips, Nails and Hair products. Online Delivery is also available. However, it is restricted inside Kathmandu for now. The products are mostly feminine.

4.1.2 Revenue Model

Reizvoll is transaction based. Transaction model is a model where revenue is generated directly by selling a item to a customer. Reizvoll sells its beauty products and generates revenue.

4.1.3 Market Opportunity

Reizvoll is based on feminine beauty products. So company targets or serves female aged (18-36).

4.1.4 Competitive Environment

Companies like Beautyhub, Vogue Beauty, Newlook, Soumya and other small local beauty shops or products posses a competitive edge over Reizvoll.

4.1.5 Competitive Advantage

The competitive advantage of Reizvoll over its competition would be the access of authentic beauty products in a cheap price.

4.1.6 Market Strategy

The company mainly targets female aged (18-36). The main idea for advertisement is getting of authentic beauty products in a low or cheap price. The company seems to hire people or models who are involved in beauty pageants and advertising through their social media handles. This models on wining certain

competition also seem to add #Reizvoll on their captions. They also post video about reizvoll's product. This seems a clever marketing strategy for penetration.

4.1.7 Organizational Development

The company consists of manager, beauty advisor, accountant, marketing team, suppliers, etc. Manager manages everything and every personnel. Beauty advisor advises potential customers on their beauty product needs. Accountant keeps tab on flow of money and finances. Marketing team handles marketing strategies. Suppliers have to provide company with beauty products or restock them.

4.2. Objectives

The objectives the company wants to meet are:

- To provide authentic beauty products in reasonable and cheap price.
- To guide or help customers to attain person's beauty.
- To discover a customer's true colors and unique personal style.
- To bring out positive attitude towards beauty products.

4.3. Benefits and Challenges

Benefits you get from Reizvoll are:

- Products are affordable.
- Easy access.
- Wide range of customization.
- Get guidance on beauty products.
- Personalize on use of beauty products

Challenges faced by the company are:

- Delivery issues.
- Proper market penetration.
- Occasional product defects.
- Occasional customer dissatisfaction.
- Unwanted and Unknown health hazards.

4.4. Description of the System:

Customers browse beauty products. Beauty products comes varied and in different colors. After choosing the right product and colors the products are added to cart. Payment method is then decided. Whether it is online payment or cash on delivery. After that supplier is contacted. Supplier then contacts customer on arrival time. After confirmation from customer delivery is made. If the payment method was cash on delivery cash is collected from customer. Customer is thanked for using Reizvoll's service.

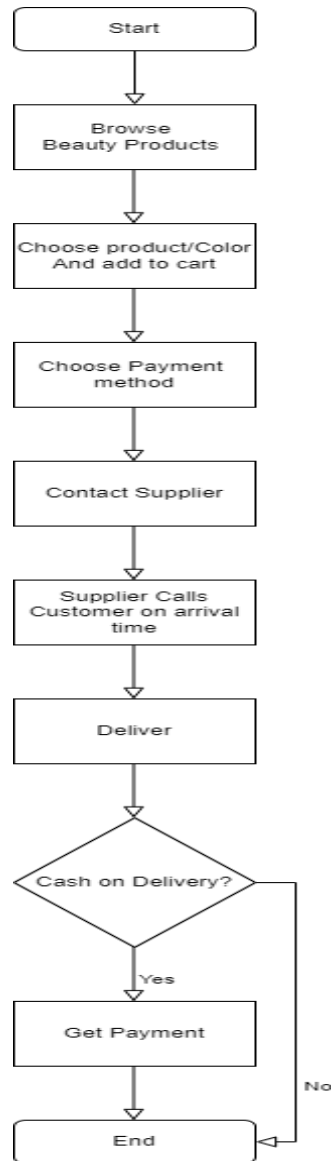


Fig. Flowchart Diagram of Reizvoll working mechanism

CHAPTER 5

WEBSITE TOUR

5.1 Main Page

The main page of the website consists of the navbar which consists of the menus that take to the page with the different products for the different parts. It also consists of their different social media handles.

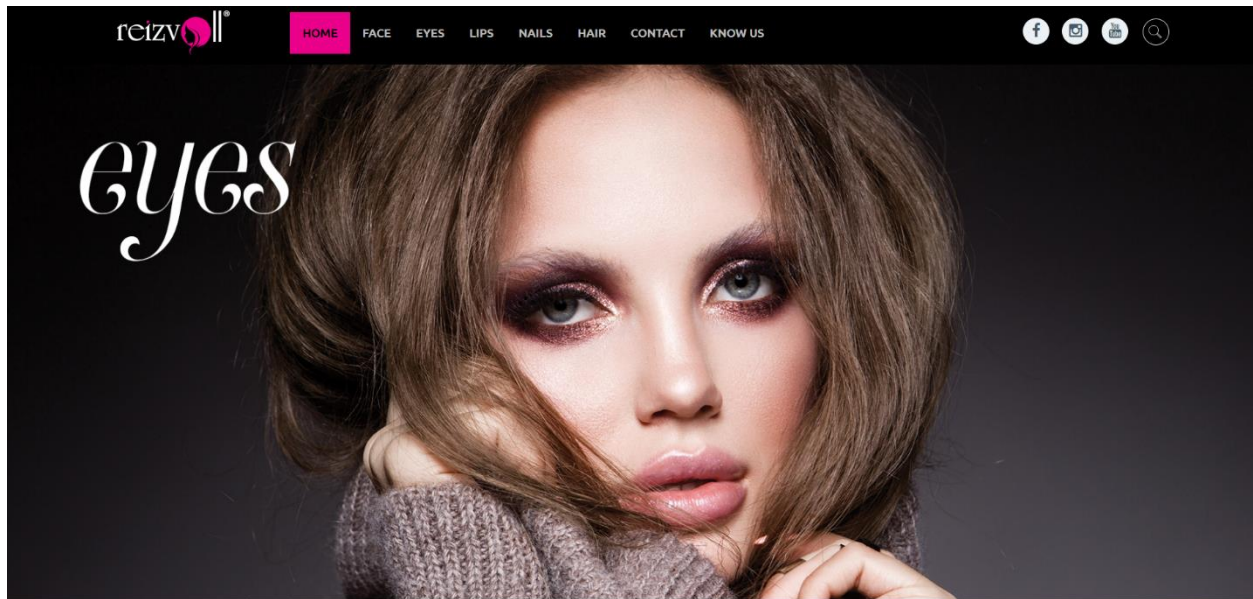


Figure 1: Main Page Navbar

The main page also consists for the different categories below as well and also shows the different popular product and featured products on the page as well.

Browse Categories

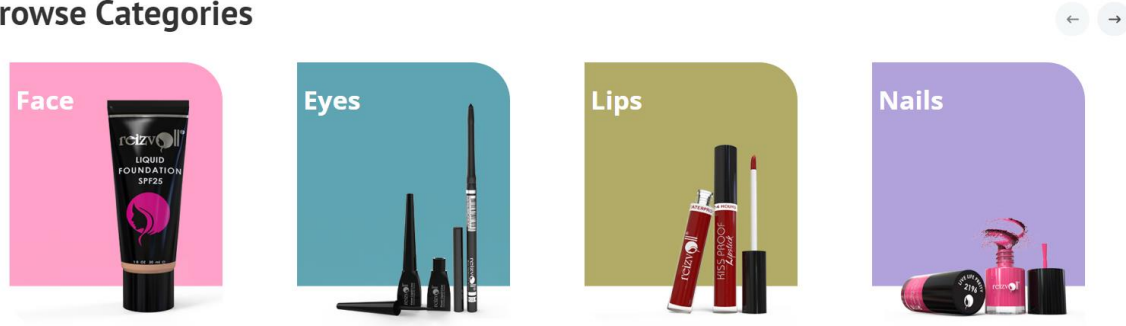


Figure 2: Main Page Categories

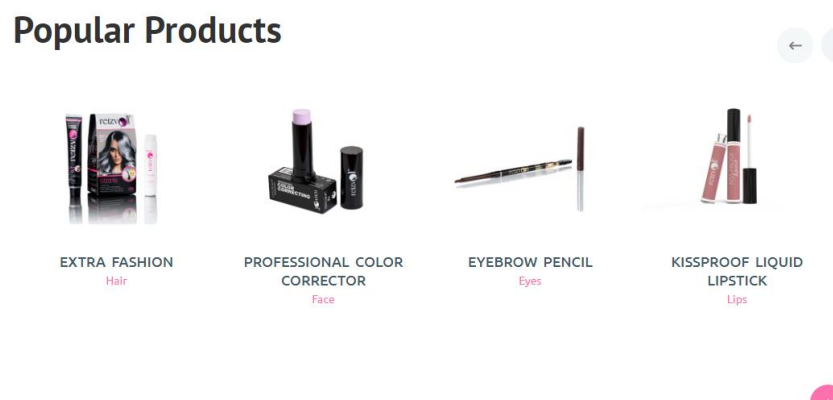
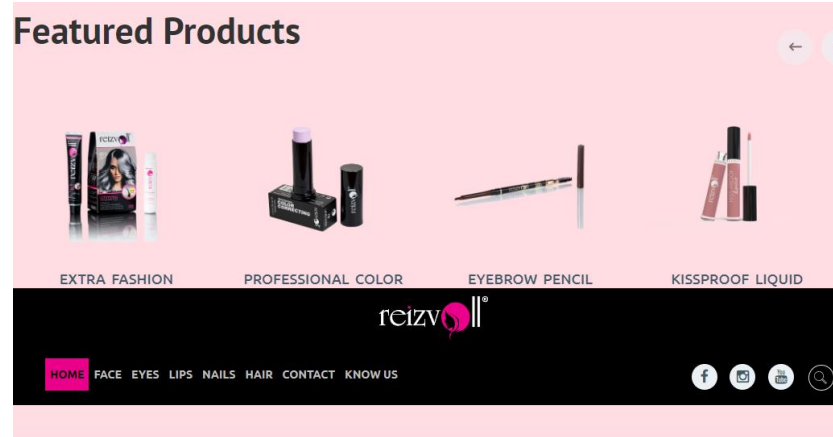


Figure 3: Main Page

5.2 Categories Menu

This page consists of different facial products the customer can choose

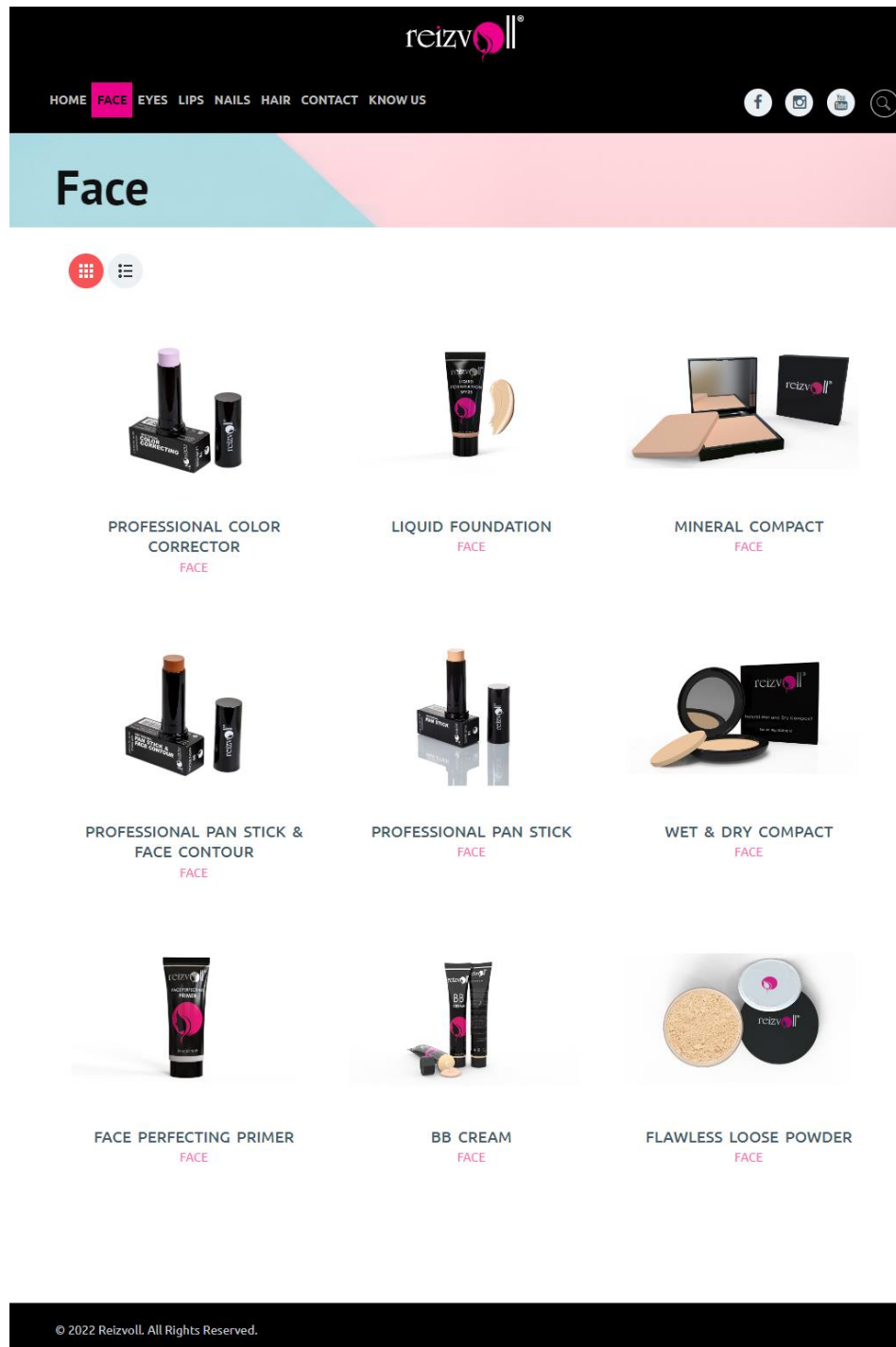


Figure 4

Similarly, When the customer clicks any of the button on the navbar then accordingly the website shows the corresponding products of the specific menu. As an example when user presses the “**Face**” menu on the navbar the above page is presented and when user presses on the “**Hair**” menu the following page is displayed to the user:

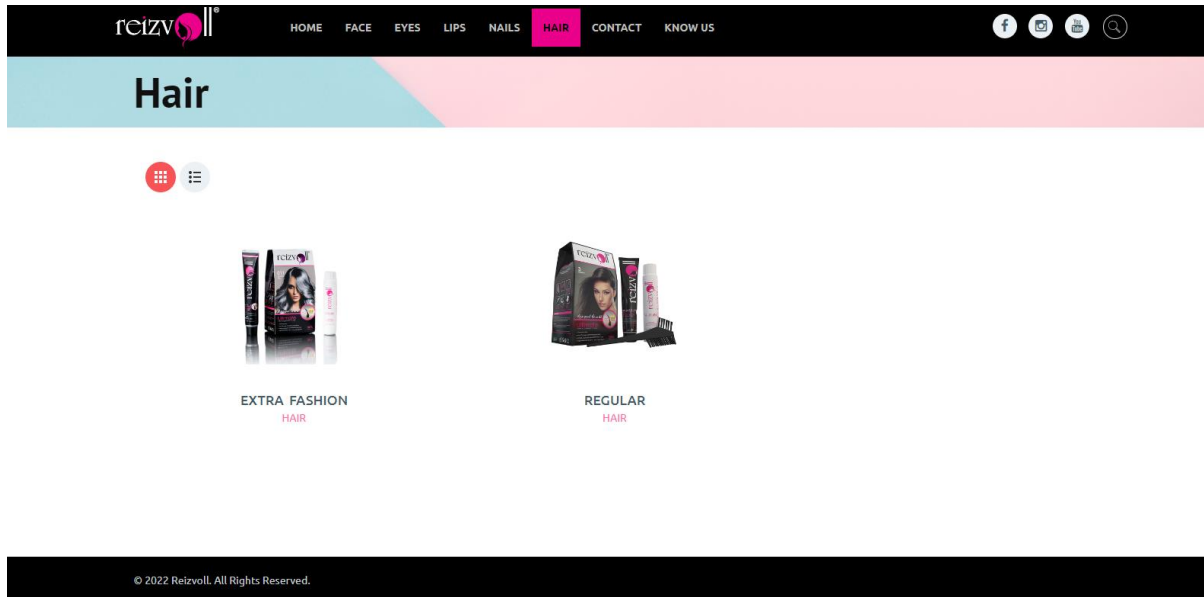
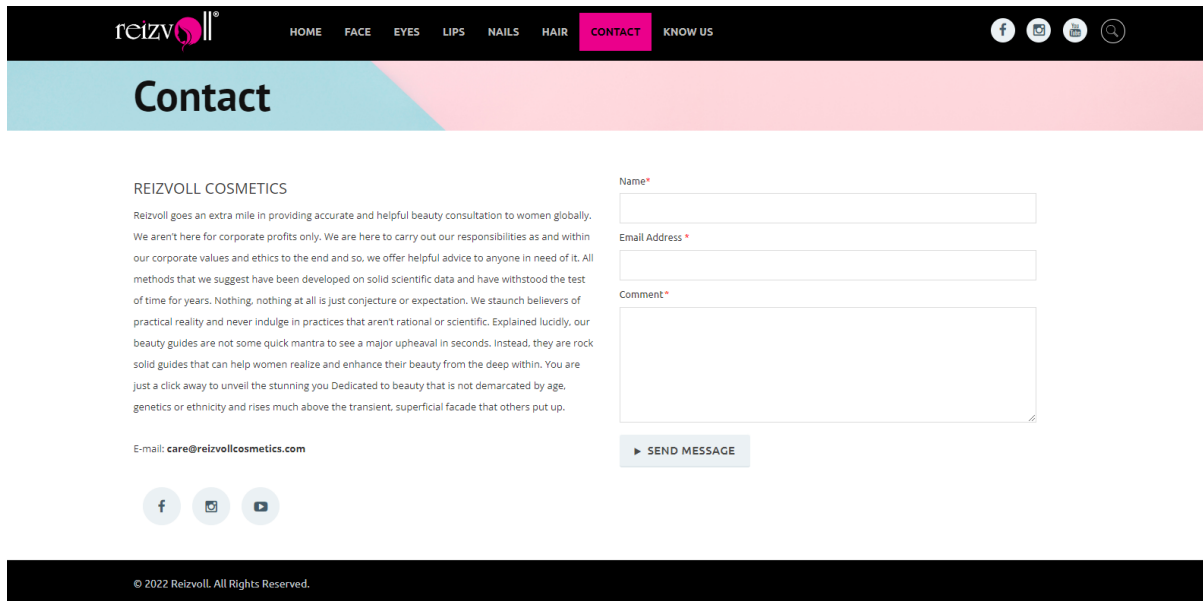


Figure 5

And similarly, when pressing the specified category, the specific page is viewed.

5.3 Contact Page

This page consists of the way to contact the members at the organization for any kind of information the customer wants to know or any feedbacks the customer wants to give.



The screenshot displays the 'Contact' page of the Reizvoll Cosmetics website. The page features a black header with the 'reizvoll' logo and navigation links: HOME, FACE, EYES, LIPS, NAILS, HAIR, CONTACT (highlighted in pink), and KNOW US. Social media icons for Facebook, Instagram, and YouTube are also present. Below the header, a large pink banner contains the word 'Contact' in white. The main content area is white and includes a section titled 'REIZVOLL COSMETICS' with a paragraph of text about the company's commitment to accurate beauty consultation. To the right of this text is a contact form with three input fields: 'Name *', 'Email Address *', and 'Comment *'. Below the form is a 'SEND MESSAGE' button. At the bottom left, there is an email address 'care@reizvollcosmetics.com' and three social media icons (Facebook, Instagram, YouTube). The footer is black and contains the copyright notice '© 2022 Reizvoll. All Rights Reserved.'

reizvoll

HOME FACE EYES LIPS NAILS HAIR CONTACT KNOW US

Contact

REIZVOLL COSMETICS

Reizvoll goes an extra mile in providing accurate and helpful beauty consultation to women globally. We aren't here for corporate profits only. We are here to carry out our responsibilities as and within our corporate values and ethics to the end and so, we offer helpful advice to anyone in need of it. All methods that we suggest have been developed on solid scientific data and have withstood the test of time for years. Nothing, nothing at all is just conjecture or expectation. We staunch believers of practical reality and never indulge in practices that aren't rational or scientific. Explained lucidly, our beauty guides are not some quick mantra to see a major upheaval in seconds. Instead, they are rock solid guides that can help women realize and enhance their beauty from the deep within. You are just a click away to unveil the stunning you Dedicated to beauty that is not demarcated by age, genetics or ethnicity and rises much above the transient, superficial facade that others put up.

E-mail: care@reizvollcosmetics.com

Name *

Email Address *

Comment *

► SEND MESSAGE

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Figure 6

5.4 Product Page


When a customer presses on any of the product the following page is viewed:

reizvoll®

HOME FACE EYES LIPS NAILS HAIR CONTACT KNOW US




Face



Shades (6)

Beige



MINERAL COMPACT

These Mineral Powder work to balance and brighten skin tone for a flawless silky finish and glowing complexion. The Mineral contains a premium sea mineral complex, rich in calcium and trace elements. This mineral complex includes an extraordinary net structure that has protective ingredients Shiny skin is matted.

Color Shades

Beige, Ivory, Natural, Porcelain, Sand, Soft Beige

DESCRIPTION

Reizvoll Mineral Compact Powder contains SPF25 which protects skin against UVA and UVB rays. A clear, light-weighted powder, that has smooth texture which flawlessly blends and easily glides onto your skin and gives you a visibly fairer natural-looking skin tone. Shiny skin is matted. The powder gives an even complexion and improves the durability of the make-up.

PRODUCT HIGHLIGHTS:


It has oil absorption properties with translucent effect which gives a flawless looks with silky finish. It has mineral and SPF 25, which is suitable for all skin types and every day use. It is paraben free & and fragrance free. It also has a non-pore clogging quality, which can be used for every day wear purpose. This product is dermatologically tested.

DIRECTIONS: Use reizvoll Mineral Compact Powder to set your foundation applying with a powder brush over the entire face. For every day wear touch up Throughout the day using the puff included.

WARNING: Avoid contact with eyes. Discontinue use if irritation occurs. Keep out of reach of children. For external use.


Related Products

NEW




BROW DEFINING PENCIL

NEW




REGULAR

NEW



EXTRA FASHION

NEW



VELVET LIP CRAYON

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Figure 7

Here the description of the product is displayed and if available the color shades are also shown. It also shows the related products to the thus selected products.

5.5 Order Page

Unfortunately, the ordering page was just taken down due to security issues and they claimed that they are moving to a new site soon. So, the users can currently order the products from other e-Commerce sites that offer B2C services. The new site is currently under construction and will be released publicly after a month. The new page is as:

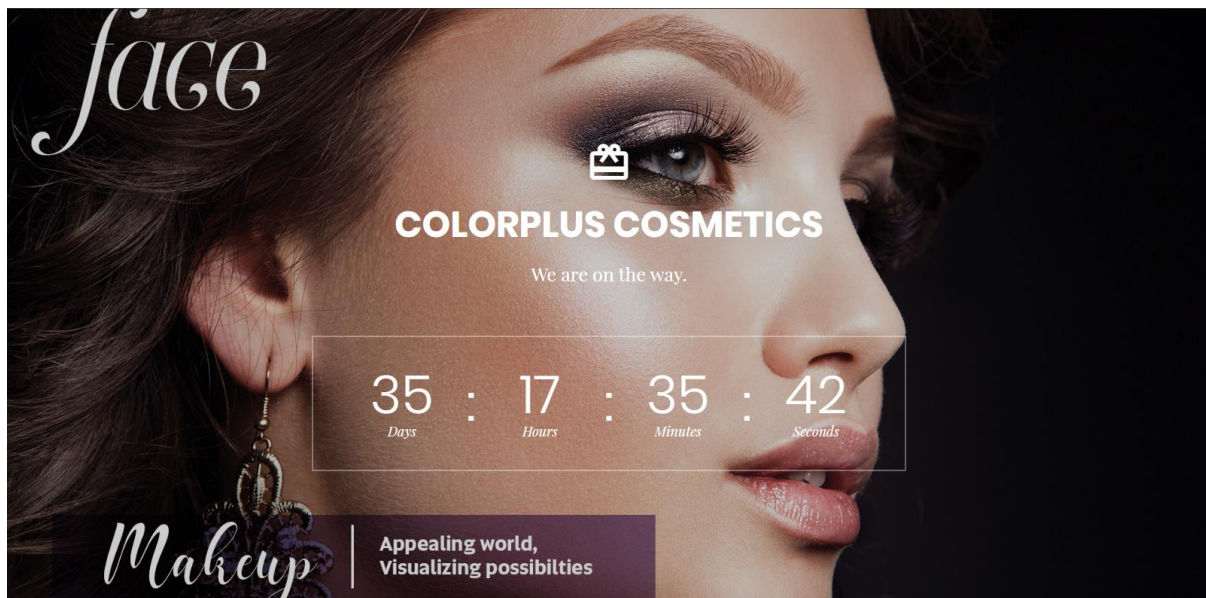


Figure 8

CHAPTER 6

CONCLUSION

Reizvoll is growing skincare product company. It provides authentic beauty products in a reasonable price. The website looks attractive easy to guide and use. The management and people working under the company are also professional and responsible. Products and service is the company's strongest traits.

However, the company seems to lack proper penetration into the society. Maybe its because the company is in its infancy. And with proper maturation the company will penetrate into society and be trendy. The marketing strategies also seem to head in proper direction. So don't be surprised if it becomes trendy and a household name in coming future.

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