**E-commerce site for Beauty Products**

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**Proposal**

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## **Introduction**

La Beaut will sell a wide range of beauty products. We will provide quality hair, nail, and skin services, along with top lines of beauty products. What will set La Beaut apart from the competitors is our commitment to providing all of these services in one convenient location.

The online store will sell products and we will deliver it to your door within 48 hours.

* **Products**

**Skin Care Preparations (Creams, Lotions, Powders, and Sprays)**

1. Cleansing (cold creams, cleansing lotions, liquids, and pads)
2. Depilatories
3. Face and Neck (excluding shaving preparations)
4. Body and Hand (excluding shaving preparations)
5. Foot Powders and Sprays
6. Moisturizing
7. Night
8. Paste Masks (mud packs)
9. Skin Fresheners

* **Personal Cleanliness**

1. Bath Soaps and Detergents
2. Deodorants (underarm)
3. Douches
4. Feminine Deodorants
5. Other Personal Cleanliness Products

* **Nail Preparations**

1. Basecoats and Undercoats
2. Cuticle Softeners
3. Nail Creams and Lotions
4. Nail Extenders
5. Nail Polish and Enamel
6. Nail Polish and Enamel Removers
7. Other Manicuring Preparations

* **Personal Cleanliness**

1. Bath Soaps and Detergents
2. Deodorants (underarm)
3. Douches
4. Feminine Deodorants
5. Other Personal Cleanliness Products

## **Problem Statement**

## Customers find it difficult to switch from the physical stores to online or virtual store because it is difficult for them to put their trust in online transaction because a lot of frauds such as Internet auction fraud and non-delivery of merchandise, Spam and identity theft, Credit card fraud and Forms of investment fraud and all these leads to a high volume of user resistance.

## **Objectives**

## The main objective of this e-commerce website is to deliver online services which are trustworthy and to draw even customers that are used to traditional purchasing of going to a physical stores. Instead of making online consumers to drift away from online transactions, this website will draw more web presence.