

## 1.3

### 1. Fragrantica

- <https://www.fragrantica.com/>

### 2. Now Smell This

- <https://nstperfume.com/>

### 3. Cafleurebon

- <https://www.cafleurebon.com/>

### 4. Basenotes

- <https://www.basenotes.net/>

### 5. The Perfume Society

- <https://perfumesociety.org/>

### 6. The Perfume Shop

- <https://www.theperfumeshop.com/>

### 7. Perfume.com

- <https://blog.perfume.com/>

### 8. Bois de Jasmin

- <https://boisdejasmin.com/>

### 9. ParfumPlus

- <https://parfumplusmag.com>

### 10. The Scented Salamander

- <http://www.mimifroufrou.com/scented salamander>

### 11. Perfume Posse

- <http://perfumeposse.com/>

### 12. Reddit – Perfumes

- <https://www.reddit.com/r/fragrance/>

### 13. International Flavors and Fragrance

- <https://www.iff.com/en/scent>

### 14. Kannauj Attar

- <https://www.kannaujattar.com/>

15. Pairfum

- <https://www.pairfum.com/couture-perfume-collection-by-pairfum/>

16. Experimental Perfume Club

- <https://experimentalperfumeclub.com/journal/>

17. Ventvenir

- <https://www.ventvenir.com/review-of-aurora-perfume-by-charles-wong/>

18. iberchem Fragrances of Nature

- <https://iberchem.com/blog/>

19. The Etiket Insider

- <https://insider.etiket.ca>

20. Perfume Shine

- <http://perfumeshrine.blogspot.com>

21. OLFACTIF

- <https://www.olfactif.com>

22. Smelly Blog

- <http://ayalasmellyblog.blogspot.com/>

23. eurofragrance

- <https://www.eurofragrance.com>

24. Tauer Perfume

- <https://www.tauerperfumes.com>

25. St Johns Fragrance Co

- <https://stjohnsbayrum.com>

26. The Perfume Expert

- <http://www.theperfumeexpert.com>

27. Scentainer

- <https://scentertainer.net/en/>

28. Sephora

- <https://www.sephora.com/>

29. Skin Store

- <https://www.skinstore.com/>

30. Nordstrom

- <https://www.nordstrom.com/browse/beauty/fragrance>

31. Fragrancenet

- <https://www.fragrancenet.com/>

32. FragranceX

- <https://www.fragrancex.com/>

33. ScentBird

- <https://www.scentbird.com/>

34. Neiman Marcus

- <https://www.neimanmarcus.com/en-lk/>

35. Credo

- <https://credobeaauty.com/>

36. Net-a-porter

- <https://credobeaauty.com/>

37. Macys

- <https://www.macys.com/>

38. Lucky Scent

- <https://www.luckyscent.com/>

39. Perfumania

- <https://perfumania.com/>

40. Scent Beauty

- <https://scentbeauty.com/>

41. Luxury Scent Box

- <https://www.luxsb.com/>

42. Perfume Power

- <https://perfumepower.co.za/>
43. The Candy Perfume Boy
- <https://thecandyperfumeboy.com/>
44. Lancome
- <https://www.lancome-usa.com/>
45. Estee Lauder
- <https://www.estelauder.com/>
46. Armani
- <https://www.armani.com/us/armanicom>
47. Diesel
- <https://shop.diesel.com/en/>
48. Hugo Boss
- <https://www.hugoboss.com/selectcountry>
49. Dior
- [https://www.dior.com/en\\_int](https://www.dior.com/en_int)
50. Calvin Klein
- <http://www.perfumery.lk/product-category/perfume/calvin-kleinck/>

## 1. Fragrantica

- a) Contains a search bar
- b) Consist of a navigation bar consist of new, perfumes, forum, fragram and also about.
- c) In navigation bar it consist of drop down list in perfumes.
- d) They were introduces about there perfumes details.
- e) Used light colors to display/enlighten the website.
- f) Displayed some of their best products to attract the customers
- g) Used a different background images according to the seasons.

h) Displayed there amount of perfumes.

## 2. Now Smell This

a) Use the navigation bar in different way consist of about and login tag.

b) Displayed about them in a new tag as a new way.

c) Easy and a simple way of list downs to interact with customers.

d) Displayed there products in order with the liquid ml.

e) Used a comment button to directly share the customer opinions .

f) Contact details are specifically mentioning in another page.

e) Used the high profile models opinions about the product to attract customers.

## 3. Cafleurebon

a) This a simple and attractive website to attract the customers.

b) No use of navigation bar or a search bar.

c) Introduce about there founders on the front page

d) No need of user account to access the website like the others.

e) In a corner they mentioned about registration if customers need it.

f) Used different style fonts.

g) Contains of so many pages using the links as a user friendly

h) Attractive work of using images to enlighten the website.

## 4. Basenotes

a) Used a table to show the contents.

b) Used dark colors.

c) Used the advertisement links from the other websites too.

d) Contains about latest features to user friendly.

e) Contains latest products as a different way of display.

f) Displayed the customer feedback to attract the customers.

g) Displayed about there upcoming product.

## 5. The Perfume Society

- a) Asked to login for there user account.
- b) Contain You Tube, Twitter , Instagram and some other social media links.
- c) Displayed a mail address to know about there information.
- d) Suggest tabs to different products
- e) Bottom of the page they mentioned about the VIP CLUB login.

## 6. The Perfume Shop

- a) Displayed the products as slide show in the beginning with the prices.
- b) Used a different type of slide show with variety of colors.
- c) So much user friendly and able to purchase without any time waste.
- d) Displayed about the discount also.
- e) Used male and female products in a different way of tags.
- f) Designed the web sites using a creative mind as well.
- g) Contains every brand of beauty costumes.
- h) Briefly explained about them in the bottom of the first page.
- i) Social media links are given in the bottom of the page.
- j) Mentioned there android application for android users in Google Play Store.
- k) Mentioned there IOS application for IOS users in App Store.

## 1.4

- We have to add a different and unique style to our web site.
- We have to use dark and light colors to our site.
- We have to use our navigation bar as a different and creative way to attract the client.
- We can apply Navigation bar to contain dropdown list to increase user experience.
- We have to create every navigation as a user friendly.
- We can use a creative slide show about our company.
- We can post a video of our founder to interact with the clients.

- We can use the background image according to the speciality of that month.
- Update our web site to display the offers and the discounts on that day or month to satisfy our customers.
- We have to arrange our products in to a branding order.
- We can use more images and well looking different colors to the products for highlight them.
- We can mention our social media links to gain followers and promote our product via them.
- We can attach our You Tube videos to introduce our products to large number of customer.
- As well as we can contain detailed UI with clients rating and their feedback our product.
- We can use the high profile models quote about our company products to gain more trust of our customers.
- We can use more separate pages to link the main product pages for know the more details about products.
- We can use a VIP login platform for our VIP clients.
- We can use a auto generated mail message to our clients by registering them in to our website user account.
- We can display descriptions about what we do in general.
- We can display a description about our Founders/CEO to knowledge of clients. To know about us.
- We can publish blogs about our products.