

Build a cosmetics sales website for the brand Innisfree.

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Abstract: In the context of an increasingly competitive cosmetics market, building a professional and modern website for the Innisfree brand to enhance customer reach, improve shopping experience, and boost sales has become a crucial factor. This project aims to develop an e-commerce system integrated with easy-to-use content management features for brand managers, along with a user-friendly and attractive interface for visitors. The research methodology combines market surveys, competitive analysis, and system implementation experiments to ensure it meets requirements for product quality, pricing, and after-sales service. The expected outcome is a comprehensive solution that helps Innisfree become the number one cosmetics brand in Vietnam.

Keywords: Cosmetic sales website, e-commerce, Innisfree, content management, user experience