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Abstract
The high consuming ability as well as the high frequency of accessing Internet of the modern female is worthy of emphasizing. The web site of female cosmetics grows more and more. We surveyed 12 famous web sites of female cosmetics and found that all of them can only accomplish general Internet marketing. The development models of web site are clustered into three categories: (1) exhibition model, (2) database and list interaction model and (3) personalized interaction model by Gilmore and Pine. However, there is not any cosmetics web site with personalized interaction model in 12 famous web sites of female cosmetics. Therefore, we designed a new cosmetics Internet marketing model and developed a prototype. In this paper, A new idea of makeup simulating that is combined the techniques of Internet and image processing is proposed. The makeup position subsystem and makeup simulating subsystem are based on this idea to design. Further, we can design the Internet trade subsystem, customer relationship management subsystem, auto beauty subsystem and e-catalog subsystem. The web site that is developed according to the new cosmetics Internet marketing model belongs to personalized interaction model. It is capable of accomplishing personalized Internet marketing and the cosmetics firms can achieve the goal of one-to-one marketing with lower cost.
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