

丸美娇颜天猫专卖店运营策略分析

摘 要

随着我国政府对“互联网+”的战略发展政策的深入推进，结合电子商务高速发展的背景，在良好的外部环境下，中国化妆品行业电子商务企业有着前所未有的发展机遇。

在此背景下，本文从电子商务和化妆品行业的基本情况入手，提出问题，研究问题，最后提出解决问题的思路。先是通过学校的数据库系统检索出有关电子商务的理论知识，了解我国电子商务的发展历程以及电子商务的发展史。根据丸美娇颜和电子商务的融合中发现的问题，提出解决方案。可以预见的是，电子商务为化妆品行业电子商务企业注入了新的活力，在这片蓝海中找到最适合企业自身的运营模式，是丸美娇颜持续健康发展的重要内容。

本文采用了文献研究法、定性定量分析法、比较分析法等研究方法，分析电子商务给丸美娇颜带来的机遇，同时也分析在两者融合中出现问题的原因。通过对丸美娇颜的运营模式研究，为丸美娇颜的发展提供对策和建议。

关键词：电子商务；化妆品；健康发展；运营策略

Analysis on Operation Strategy of Marubi

Jiaoyan Tmall Store

Abstract

With the Chinese government's in-depth promotion of the strategic development policy of "internet plus", combined with the background of the rapid development of cross-border electronic commerce around the world, in a good external environment, China cosmetics industry e-commerce enterprises have unprecedented development opportunities.

Under this background, this paper starts with the basic situation of cross-border electronic commerce and cosmetics industry, puts forward the problems, studies the problems, and finally puts forward the ideas to solve the problems. Firstly, the theoretical knowledge about e-commerce is retrieved through the database system of the school to understand the development history of e-commerce in China and cross-border electronic commerce. According to the problems found in the integration of Marubi Jiaoyan and cross-border electronic commerce, the paper puts forward the solutions. Predictably, cross-border electronic commerce has injected new vitality into e-commerce enterprises in the cosmetics industry, and finding the most suitable operation mode in this blue ocean is an important content for Marubi Jiaoyan's sustainable and healthy development.

In this paper, literature research, qualitative and quantitative analysis, comparative analysis and other research methods are used to analyze the opportunities brought by cross-border electronic commerce to Marubi Jiaoyan, and also to analyze the reasons for the problems in the integration of the two. Through the research on the operation mode of Marubi Jiaoyan, this paper provides countermeasures and suggestions for the development of Marubi Jiaoyan.

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