"Strategy For Marketplace Project Hackathon-03"

Dua For Success In Business

اللّٰهُمَّ إِنِّي أَسْأَلُكَ عِلْمًا نَافِعًا
وَرِزْقًا طَيِّبًا وَعَمَلًا مُتَقَبَّلًا

"O Allah, I ask you for Beneficial knowledge, good provision, and deeds that will be accepted"

Marketplace Strategy

A marketplace strategy is a comprehensive plan that outlines how a business can effectively sell its products or services on various online markeplace

Purpose

I choose to create an e-commerce website (clothing, shoes) because provides convenient shopping experience, attract new customers, improve customers loyalty and better marking opportunities

Date 15-Jan-2025

Step 1: Choose Your Marketplace Type

General E-Commerce Website

Primary Purpose:-

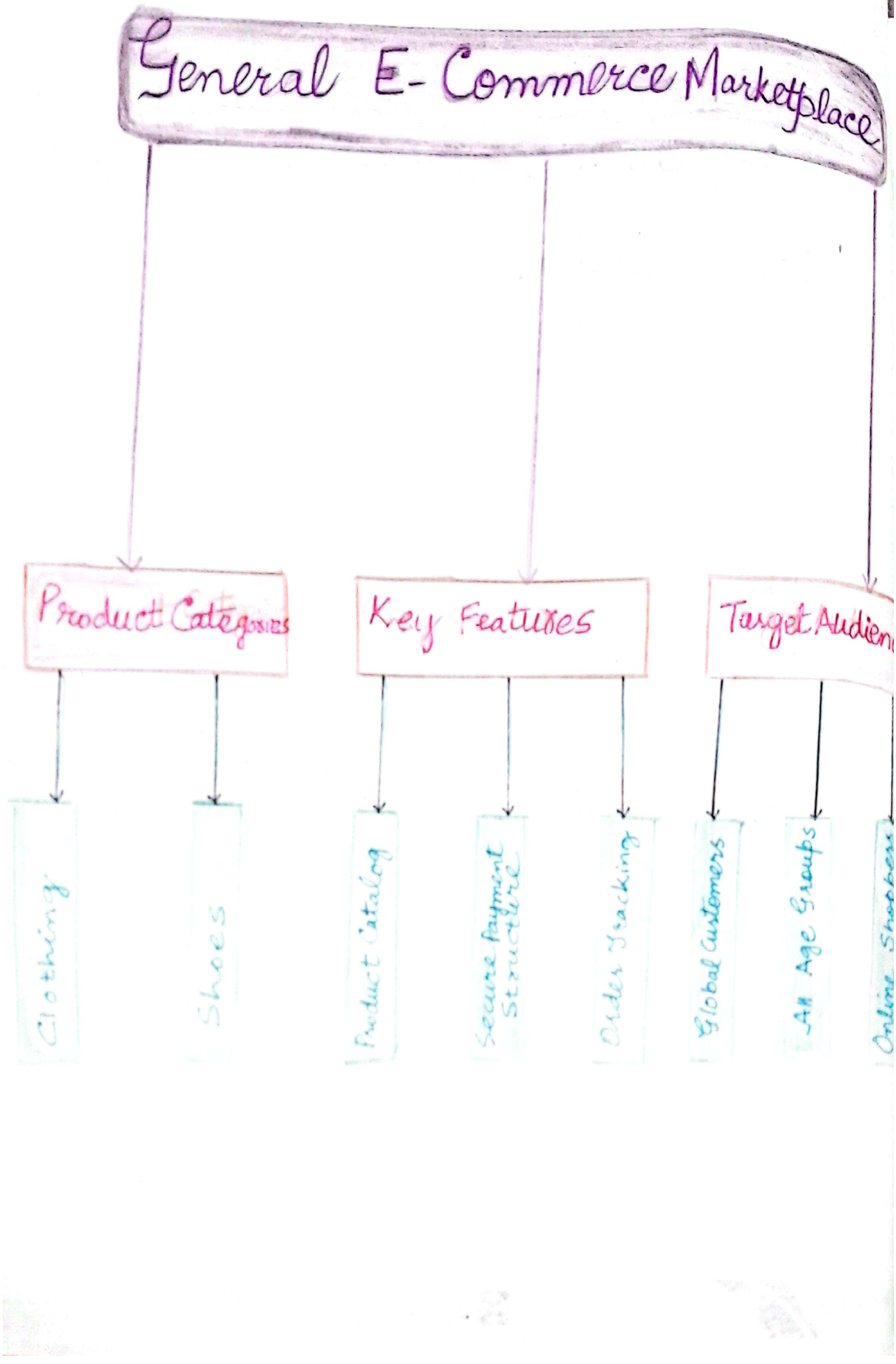
Electronic commerce or e-commerce is the buying and selling of goods and services over the internet. The General e-commerce platform aims to act as a bridge between buyers and sellers by providing a digital marketplace where a wide variety of products can be explored, purchased and delivered conveniently. It focuses on enhancing the shopping experience for users by offering a user-friendly interface.

Key Benefits of General E-Commerce:-

1. E-commerce is the buying or selling of goo and services over the internet.
2. It is conducted over computers, tablets, smartphones and other smart devices.
3. Almost anything can be purchased through e-commerce today.
4. E-commerce can be a substitute for brick-and mortar stores, though some businesses choo to maintain both.
5. E-commerce operates in several market segm

Dr. Saifuddin

Teacher's Signature


General E-Commerce Marketplace
Product Categories
Key Features
Target Audien
Clothing
Shoes
Product Catalog
Secure Payment Structure
Order Tracking
Global Customers
All Age Groups

including business-to-business, business-to-consumer consumer-to-consumer, and consumer-to-business.

Step 2: Define Your Business Goals

1. **What problem does your marketplace aim to solve?**

Our platform aims to address the problems like limited access to diverse products and it must be customer friendly, affordable and accessible to all customers. An online marketplace enable customers to shop from the comfort of their homes.

2. **Who is your target audience?**

Our target audience are people of all age groups especially young adults and sports enthusiasts.

3. **What products/services will you offer**

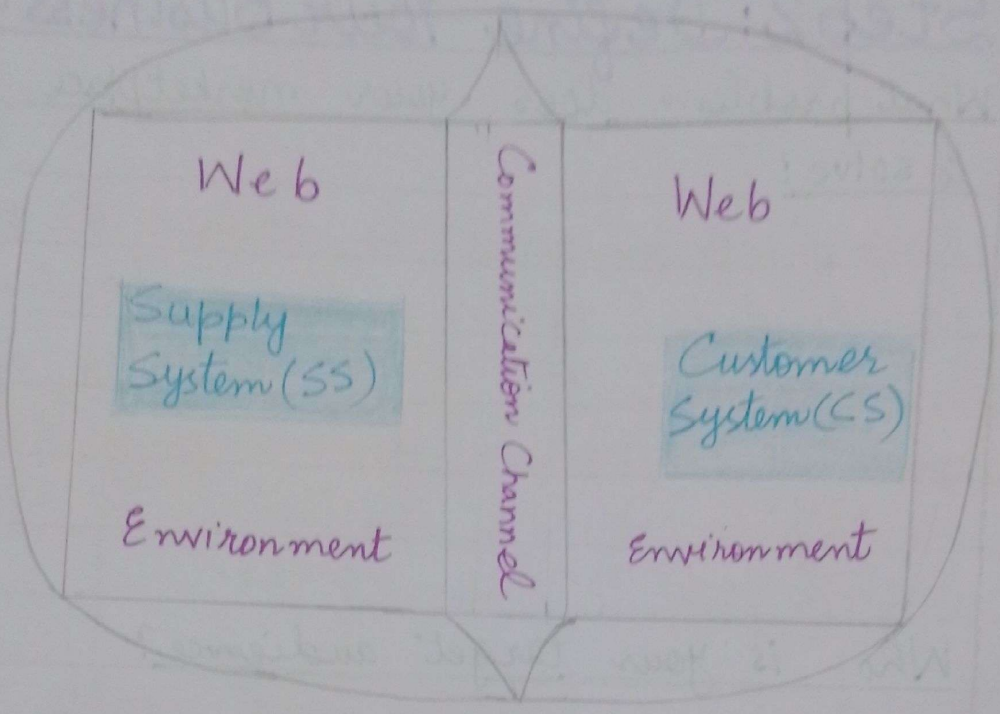
Products: Variety of Nike shoes
Clothing

Services: Secure payment options (Credit/debit etc), Multiple delivery options, includ same day and scheduled delivers.

Dr. Safdar

Teacher's Signature

E-Commerce System



Two Main Subsystems of The E-Commerce And Their Common Communication and Exchange Part.

Loyalty programs and discount for regular customers

4 What will set your marketplace apart.

Speed: Fast and dependable delivery.

Affordability: Competitive price, regular discount and seasonal sales.

Customization: Our platform offers personalize as well as services according to their preferences

Step3: Create A Data Schema

1. Identify The Entities In Your Marketplace

The core entities for our General E-Commerce platform are.

- Products: Items that are aviable for sale
- Orders: Represents purchases made by customers
- Customers: Represents users who browse and purchase products
- Sellers: Represents individuals or businesses listing products on the platform.
- Delivery Zones: Represents the specific geographical regions to which businesses

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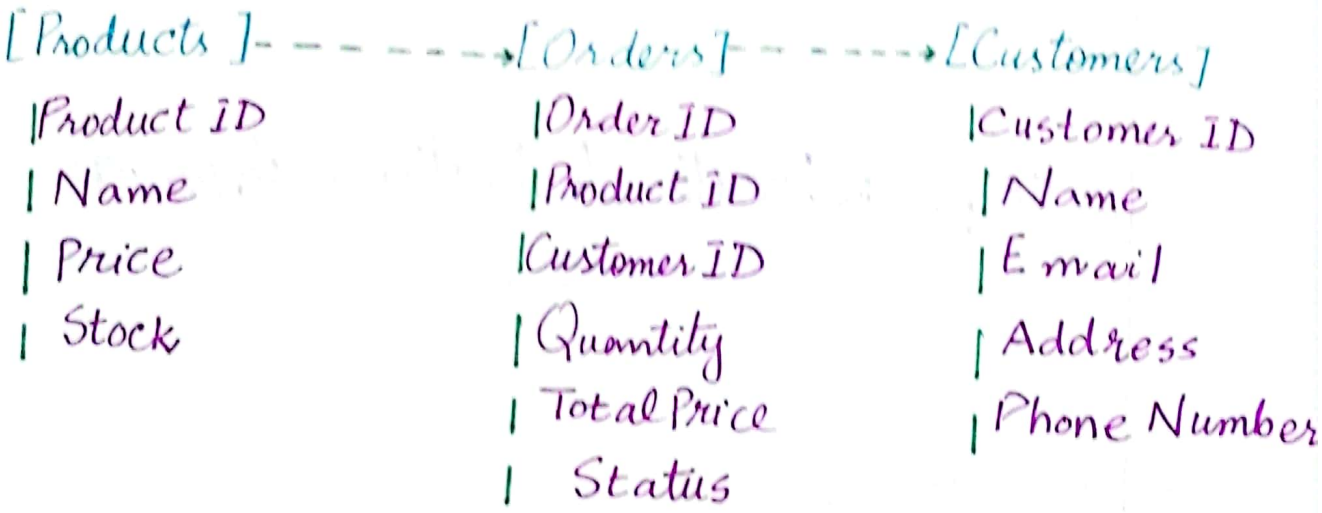
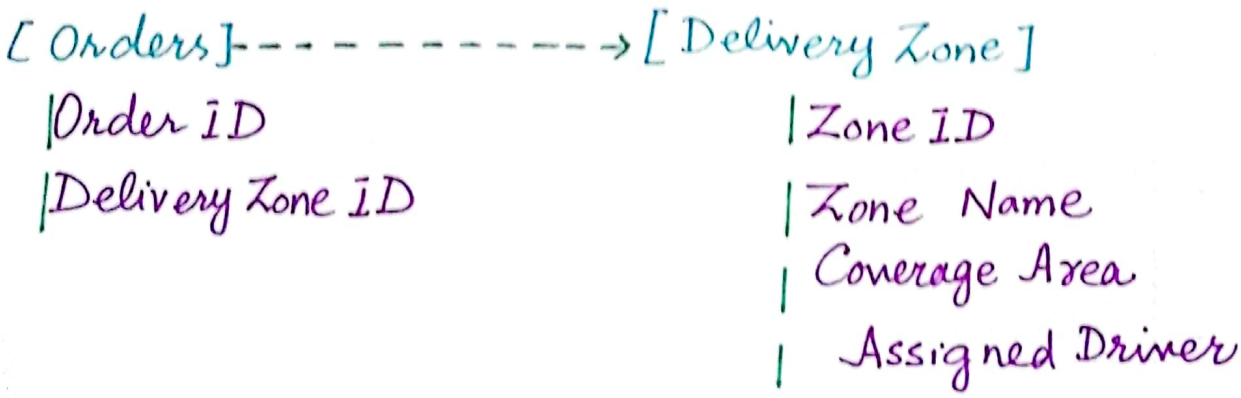
2. Relationships Between Entities





Date 15. Jan. 2025

or carriers delivers products to customers.

- **Shipment**: Represents the movement of items from warehouse to customer.
- **Payments**: Tracks transactions and payment status.

3. **Description Of Entities**

- **Products**:

Product ID
Name
Price
Stock
Category
Tags

Delivery Zone
Zone Name
Coverage Area
Assigned Drivers

- **Orders**:

Order ID
Customer Info
Product Details
Status
Timestamp

Shipment
Shipment
Order ID
Status
Delivery Date

Customers:

Customer ID
Name
Contact Info
Address