

DAY 1: LAYING THE FOUNDATION FOR MARKET PLACE JOURNEY

Name :- Aabifa Ajaq
Roll no :- 0007335
Slot :- Sunday (2 to 5)

Market Place :- General E-Commerce

Name :- Bandage E-commerce

Choice :-

I choose the general e-commerce marketplace because it allows me to cater to a wide audience by offering categories, from fashion to home decor. The versatility ensures I can meet the varied needs of customers while creating a sustainable business with multiple growth opportunities in different segments.

Purpose of Bandage E-Commerce:

The purpose of Bandage E-Commerce is to provide a comprehensive and convenient online shopping platform that caters to diverse customer needs.

Business Goal:

Q What problem does your market place aim to solve?

* Convenience: Eliminate the hassle of visiting multiple stores by offering clothing, accessories, and home decor products in one place.

* Diverse choices: Provides a wide range of options for men, women, kids and homes to cater to varying tastes and budgets.

* Affordable Quality: Ensure access to high quality products at competitive prices, making stylish living and home decoration more affordable.

* Accessibility: Bridges the gap for customers in areas where trendy clothes or home decor options are limited.

By addressing these challenges, Bandage E-commerce aims to simplify shopping and enhance the overall customer experience.

Q Who is your Target Audience?

* Fashion Enthusiast: Men, Women and kids looking for trendy, affordable clothing and accessories to match their style.

* Home Decor Lovers:- Individuals interested in upgrading their living spaces with stylish and functional home decoration products on a single platform.

* Budget-Conscious Buyers:- Customers seeking high quality products at competitive prices without compromising on style or durability.

* Remote & Underserved Areas:- People in locations with limited access to trendy fashion or modern home decoration products.

Q What Products and services you will offer?

Clothing:-

- Men: Casual wear, Formal wear
- Women: Dresses, Casual wear, Formal wear
- Kids: Clothing for all ages
- Seasonal collections

* Accessories

Jewelry, Watches, Bags, Scarves

* Home Decors Products

• Furniture : Sofas, tables, chairs, bed

• Decor Items: Wall art, vases, lighting

• Kitchen & Dining : Cutlery, Table wear

* Customization: Tailored fits & design, shirts, scarves, furniture

Q What Sets your Market Place apart?

* Diverse Product Range in One place:

Bandage E-commerce combine fashionable clothing, accessories, and home decor products under one roof, saving customer time

* AI Powered Personalization:

Our platform uses advanced AI to offer tailored product recommendations.

* Custom Bundles & Decor Solutions:

Personalized bundles for clothing & home decor cater to individual taste & needs.

* Seamless User Experience: Our platform emphasize intuitive navigation, fast checkout & return policy to ensure customer satisfaction.

* Loyalty Programs :

* It offers rewards, discounts and exclusive offers for regular customers.

* Customer Support ::

It facilitates 24/7 support through live chat, email, and phone to resolve queries and provide assistance.

Data Schema ::

Entities in Bandage E-Commerce ::

Customer : Individual shopper, Budget conscious buyers

Product : Clothing, Accessories, Home Decor

Admin : Oversee the platform

Delivery Partner : Handle logistic & delivery

Payment Gateway : Facilitates secure transaction

Customer Support Team : Resolve issues faced by customer

Shipment : Track the movement of item from warehouse to customer -

Order : Record of Transaction.

Delivery zone : Geographic Areas covered for shipping & Delivery.

ER Diagram ::

