

Business Goals

BUSINESS Goals

Q1:- What problem does your market place solve?

Ans:- How can we help local shops transition to an online Platforms given that most people now prefer shopping through the internet and e-commerce.

Additionally, How can we ensure that our consumer receives authentic high quality product protecting them from scams and fake items, so that they ~~can~~ can confidently make purchases and find exactly what they need.

Q2:- Who is my targeted audience?

- 1) Local shop Owners
- 2) Online Shoppers
- 3) Part Time Entrepreneurs: Many Housewives are interested in their own small business from home, selling Products online.

Q3:- What are your goals?

Ans:- Your e-commerce platform is helping small businesses running helping it focus on quality for

Q4:- What are the entities involved?

1) Seller
• They handle the platform

2) Buyer
• They make feedback

Q3:- What ~~may~~ type of Marketplace are you building?

Ans:- Your marketplace is a local-e-commerce Platform that supports small businesses (including Housewives running home based businesses) by helping them transition online. It focuses on product authenticity, quality assurance, and trust for customer.

Q4:- What are the main entities and their relationships?

1) Sellers (Local Businesses/Housewives)

- They list products on the Platform, manage inventory, and handle order fulfillment.

2) Buyers (Consumers)

- They browse products, make purchases and leave feedback or reviews.

3. Marketplace Platform

- Acts as the intermediary, providing the online space for transactions, ensuring quality controls, and offering customer support.

4. Products

- The items sold by sellers and purchased by buyers, which are listed and managed by seller.