

15th - 1-25

Roll # 00433137

M. Abdullah

Friday Evening
7 to 10 ✓

Step 1: Choose Market Place Type:

Niche: "Rental E-Commerce"

Primary Purpose: The marketplace will focus on providing a platform for users to rent cars for short terms and long term use. It aims to solve the problem of high cost and the inconvenience for traditional car rent services by offering an affordable, user-friendly and efficient car rent expenses.

Step 2: Business Goal:

- 1) What problem does this market place aim to solve?

Problem: Many peoples find it expensive to own a car, especially in urban areas where parking and maintenance

Cost are high. Additionally, traditional car rental services are often inconvenient, with long paperwork processes, limited availability and high prices.

Solution: The marketplace will provide an affordable, flexible and hassle-free car rental services. Users can easily browse available cars, compare prices and book vehicles for their desired duration, all through a seamless online platform.

2) My target audience:

Primary Audience:

→ Urban professionals who need a car for short trips or daily commutes but don't want to own one.

- Tourists visiting a city who require a car for sight-seeing or travel.
- Families or individuals who need a car temporarily for special occasions or emergencies.

Secondary Audience:

- Businesses looking for short-term rental options for their employees or events.

3) What Services will we offer?

Service:

- Short-term and long-term car rentals.
- A variety of car types (e.g. Sedans, SUVs, vans and luxury cars)
- Additional services insurance, GPS and child seats.

Example: A user can rent a sedan for a weekened trip or an SUV for a family vacation, with the option to add insurance and GPS for an extra fee.

4) My Marketplace is set apart by this:

i) **Affordability:** Competitive pricing with transparent fees (No hidden charges)

ii) **Convenience:** Easy online booking process with virtually no paperwork.

iii) **Flexibility:** Options for hourly, daily, weekly or monthly rentals.

iv) **Customer Support:** 24/7 customer service for assistance with bookings,

inquiries or emergencies.

v) Eco-Friendly Options:

Availability
of hybrid or electric
cars for environmentally
conscious users.

Step 3 : Data Schema:

Cars:

1)	Car-ID	Unique identifiers for each car.	e.g) [0, 1, 2]
2)	Brand	Manufacturers of the car	e.g) Toyota, Honda
3)	Model	Model name of the car.	e.g) Corolla, Civic.
4)	Year	Manufacturing year of the car.	e.g) 2016, 2017
5)	Category	Type of car	e.g) SUV, Sedan
6)	Pricing	It depends on car and time duration.	e.g) \$200 for 7 days.

7) Availability	Boolean indicating if the car is available for rent.	e.g) True or false.
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8) Features	List of features of car.	e.g) Air conditioning, GPS
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Customers :

1) Customer - ID	Unique identifier for each customer.	e.g) [0, 1]
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2) Name	Full name of customer	e.g) Abdullah
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3) Email	email address of customer	abc@gmail.com
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4) Phone	Contact # of customer	0302126 0333
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5)	Address	Physical address of the customer.	144 Sec 31D
6)	Driving license	License # and expiry date.	D12345678 (Expiry. 25-12-31)

Bookings:

1)	Booking - ID	unique and identifier for each booking.	e.g) [0,1]
2)	Customer - ID	linked customer to making the booking	201
3)	Car-ID	linked car being rented.	101
4)	Start - Date	Start date of the rental	15-1-25

5)	End - Date	end date for rental	22-1-25
6)	Total Amount	Total amount for the booking.	\$250
7)	Status	Status of the booking	e.g) Pending, confirm, complete

Payments :

1)	Payment ID.	Unique identifier for each payment	e.g) [0, 1]
2)	Booking ID	linked booking for which payment is made.	e.g) 301
3)	Amount	Payment amount.	e.g) \$250

4) Payment Method

Which method used for payment.

e.g) Credit card, PayPal)

5) Payment Status .

Status of the payment.

e.g) paid, pending

Relationship Between Entities:-

