

MARKETPLACE HACKATHON

Marketplace type :- General (Furniture) E-commerce

Business Goals or purposes :-

- ① **Premium Quality Furniture** :- Provide a reliable online platform for high quality furniture.
- ② **Diverse Range** :- Offer a wide range of modern, classic, and custom-designed furniture.
- ③ **Convenience** :- Make furniture shopping convenient and hassle-free, allowing customers to browse and compare easily.
- ④ **Affordable** :- Deliver premium furniture at affordable prices.
- ⑤ **Accessibility** :- Make furniture shopping accessible to customers from any location.
- ⑥ **Customization** :- Offer personalized designs and customization options to meet customers' unique preferences.

* Target Audience: *

- ① **Home Owners**:- People looking to furnish or upgrade their homes with quality furniture.
- ② **Newlyweds**:- Couples setting up their new homes.
- ③ **Business**:- Offices, cafes, restaurants, and co-working spaces in need of furniture solution.
- ④ **Luxury Buyers**:- Customers seeking premium or custom-designed furniture pieces.
- ⑤ **Interior Designers**:- Professionals seeking customizable or unique furniture pieces for their projects.
- ⑥ **Renters**:- Individuals needing stylish yet affordable furniture for rented spaces.
- ⑦ **Students**:- Those needing compact, affordable furniture for dormitories or apartments.

Market Place Data Schema.

Products

ProductID (PK)
Name
Description
Category (e.g. table, sofas)
Price
Stock Quantity
Rating & Reviews
Discount (10 to 25 percent)
from market

Orders

OrderID (PK)
CustomerID (FK)
ProductID (FK)
Order Date
Status (e.g. pending, received)
Total Amount.

Customers

CustomerID (PK)
Full Name
Email
Phone Number
Address
Order History
Loyalty & review points.

Payments

PaymentID (PK)
OrderID (FK)
Amount Paid
Payment Method (UPI)
Payment Status (pending, paid).

Shipment

ShipmentID (PK)
OrderID (FK)
Courier Service
Tracking Number
Estimated Delivery Date
Shipment Status.

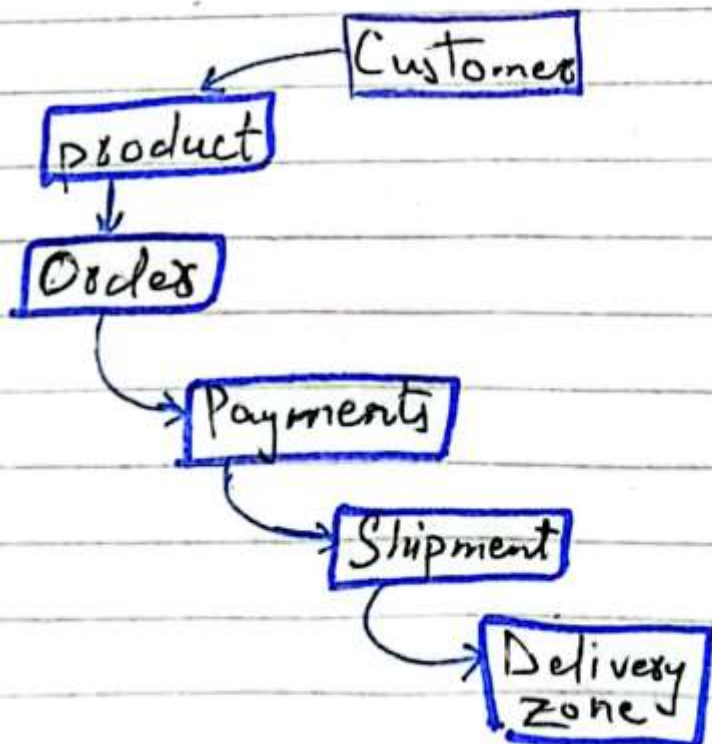
Delivery Zone

DeliveryID (PK)
Region Name
Delivery Charges
Estimated Delivery
Time & Date

Notes:-

PK is used for Primary Key.
FK is used for Foreign Key.

Relationship



Challenges in a Marketplace and their Solution.

- (1) Building Trust:- Add reviews, secure payments and protection policies.
- (2) Attracting Users:- Use promotions, user-friendly design, and excellent service.
- (3) Logistics Issues:- Partner with reliable delivery services and offer tracking.
- (4) High Competition:- Focus on niche markets and unique features.
- (5) Security Risks:- Implement robust security protocols and monitor for fraud.
- (6) Scalability:- Use scalable tech and optimize for high traffic.
- (7) Quality Control:- Enforce strict seller criteria and quality checks.
- (8) Price Wars:- Educate sellers on pricing and offer premium options.
- (9) User Retention:- Use personalized recommendations and rewards.