

Step 1: Choose Your Marketplace Type

Marketplace Type:

Quick Commerce (Q-Commerce)

Primary Purpose:

To provide fresh, high-quality milk directly from farms to retailers, cafes, restaurants, and individual consumers in Karachi. The platform ensures that businesses and households receive fresh milk sourced from buffalo, cow, and goat farms with efficiency, timeliness, and guaranteed freshness.

Step 2: Define Your Business Goals

What problem does your marketplace aim to solve?

- **Efficient Milk Delivery:** The milk supply chain is often fragmented, and freshness is compromised. Our platform guarantees timely deliveries of fresh milk directly from farms to customers.
- **Stock Shortages:** Many businesses like grocery stores and cafes struggle with inconsistent or delayed milk deliveries. We ensure that their daily requirements are met promptly and reliably.

Who is your target audience?

- **Small Businesses:** Grocery stores, marts, and convenience stores in need of a consistent milk supply.
- **Hospitality Industry:** Cafes, restaurants, bakeries, and catering services using large amounts of milk daily.
- **Individual Consumers:** Households and individuals purchasing milk in larger quantities.

- **Schools/Institutions:** Schools, offices, and educational institutions requiring regular milk supplies.

What products or services will you offer?

- **Fresh Milk:** Delivered directly from farms, including buffalo, cow, and goat milk.
- **Organic Milk:** Milk from grass-fed cows with no additives or preservatives.
- **Packaged Milk:** Available in bottles, cartons, and bulk containers.

What will set your marketplace apart (e.g., speed, affordability, customization)?

- **Bulk Orders & Discounts:** Special pricing for large purchases to attract wholesalers and B2B clients.
- **Freshness Guarantee:** Milk is sourced from farms daily and delivered on the same day to ensure high-quality standards.
- **Quick Delivery:** A fast and reliable delivery system tailored to meet urgent milk needs for both businesses and households.
- **Subscription Model:** Recurring milk deliveries on scheduled intervals, such as daily or weekly, for customer convenience.

Step 3: Create a Data Schema

Entities and Relationships:

1. Products:

- **Fields:**

- Product ID
- Name (e.g., Whole Milk, Skimmed Milk)
- Volume (e.g., 1L, 5L)
- Price
- Expiry Date

- Stock
- Vendor ID

2. Wholesalers (Vendors):

○ Fields:

- Vendor ID
- Name
- Contact Info
- Product List
- Delivery Areas
- Ratings

3. Customers:

○ Fields:

- Customer ID
- Name
- Type (Individual/Business)
- Email
- Phone
- Address
- Payment Info

4. Orders:

○ Fields:

- Order ID
- Customer ID
- Product ID(s)
- Quantity
- Total Price
- Order Date
- Delivery Date
- Status

5. Delivery Zones:

○ Fields:

- Zone ID
- Zone Name

- Coverage Area
- Assigned Drivers

Relationships:

- **Customers place Orders.**
- **Orders include multiple Products from Wholesalers.**
- **Wholesalers supply Products and operate in Delivery Zones.**

Diagram:

