

DAY 1: LAYING THE FOUNDATION FOR MY MARKETPLACE JOURNEY

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Step 1: Choose Your Marketplace Type

I choose Q-commerce as my marketplace type.

(First, I was looking into general E-commerce, but as someone passionate about quick delivery, I found the infrastructure requirements of Q-commerce very exciting, such as the network of local warehouses and logistics for speed and efficiency. So I decided to choose Q-commerce as the foundation for my marketplace journey.)

Primary Purpose:

The primary purpose of my Marketplace is to create a platform that connects food sellers (small and local food businesses that need support) and customers through ultra-fast delivery. We aim to reach customers by offering a convenient, reliable, and user-friendly way to browse, purchase, and receive food products within 30 minutes, leveraging our network of dark stores and efficient last-mile delivery system. By operating with Q-commerce principles, we'll ensure rapid delivery times and maintain product freshness through our strategically placed micro-fulfillment centers.

Step 2: Define Your Business Goal

Q: What problems does your marketplace aim to solve?

The Marketplace aims to solve the following problems:

For Small and Local Food Businesses:

- Lack of immediate delivery infrastructure and access to quick-commerce networks that enable 30-minute deliveries
- Limited ability to compete with larger chains in the instant delivery space and need for dark store integration tools to manage inventory efficiently

For Customers:

- Limited access to diverse, high-quality, and locally sourced food products that can be delivered within minutes
- Need for a platform that enables ultra-fast food discovery and ordering with real-time tracking and guaranteed rapid delivery options (under 30 minutes)

For the Community:

- Supporting small businesses to promote economic growth and sustainability through integration into the quick commerce ecosystem
- Encouraging a preference for fresh, organic, or unique local food items by making them as instantly accessible as mass-market alternatives through strategically placed dark stores

Q: Who is your target audience?

1. Sellers:

Small and local food businesses (e.g., home-based cooks, local grocery stores, and specialty food producers) who seek rapid order fulfillment capabilities, integration with dark stores, and real-time inventory management tools for instant delivery operations.

2. Customers:

Urban residents, busy professionals, and families seeking instant access to fresh, organic, local and specialty food products with guaranteed delivery within 30 minutes through our network of strategically placed dark stores.

Q: What products or services will you offer?

Products (Available for Instant Delivery):

- Karachi's famous Delicacies (e.g., biryani) with hot food temperature maintenance
- Homemade Specialties (e.g., Pickles, desi ghee, organic honey and sweets) through dark store stocking.
- Fresh Produce (e.g., Organic fruits & Vegetables, fresh dairy products) with cold chain maintenance.
- Seasonal Delights (e.g., Ramadan boxes) with pre-scheduling options

Q: What will set your marketplace apart?

- Selected authentic Karachi-Based foods, promoting local flavors and traditions through a network of micro-fulfillment centers
- Partnering with local 3PLs to offer ultra-fast delivery (under 30 minutes) across Karachi
- Empowering local sellers with real-time inventory management tools and integration with dark stores for instant order fulfillment.
- Simple, intuitive platform to browse, order, and track food deliveries in real-time with precise delivery estimates

Step 3: Create a Data Schema

Products:

- productId: unique_identifier,
- name: product_name,
- description: about_product,
- price: price_of_product,
- category: fresh_produce_sweets_etc,
- quantity: available_product,
- tags: relevant_tags_for_filtering // e.g., *spicy, family meal*

Customers:

- customerId: unique_identifier,
- name: customer_name,
- contactInfo: email_phone,
- address: shipping_address,
- orderHistory: array_of_orders_placed_by_the_customer,
- paymentMethod: array_of_saved_payment_method

Orders:

- orderId: unique_identifier,
- customerId: reference_to_customer,
- products: [{productId, quantity, price}],
- totalAmount: total_order_value,
- orderStatus: pending_shipped,
- paymentStatus: paid_pending,
- deliveryZoneId: zone_reference,
- shippingAddress: shipping_address,
- orderDate: order_placement_date,
- deliveryDate: order_delivery_date

DeliveryZones:

- deliveryZoneId: unique,
- zoneName: karachi_south_etc,
- areaCovered: list_of_areas_within_zone,
- deliveryPartner: delivery_service_providers_3pl_partner

Payments:

- paymentId: unique_identifier,
- customerId: reference_to_customer,
- orderId: associated_order_id,
- amount: amount_paid,
- paymentMethod: credit_card_paypal_cod,
- paymentStatus: paid_pending,
- paymentDate: order_payment_date

Shipment:

- orderId: unique_identifier,
- customerId: reference_to_customer,
- products: [{productId, quantity, price}],
- totalAmount: total_order_value,
- orderStatus: pending_shipped,
- paymentStatus: paid_pending,
- deliveryZoneId: zone_reference,
- shippingAddress: shipping_address,
- orderDate: order_placement_date,
- deliveryDate: order_delivery_date

Relationships Between Entities:

