

Day # 01:

Laying the foundation for Your Marketplace Journey

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Template: Hackathon 2 template (3).

Marketplace type "General E-Commerce"

"Our online marketplace specializes in providing high-quality, comfortable and stylish footwear and fitness apparel for men, women and children. We focus on offering a unique range of shoes, including exclusive special shoes designed for various occasions, in addition to fitness tops, shorts, jackets and more...."

Business Goals:

What problem does your marketplace aim to solve.

We aim to solve the problem a reliable, fast and comfortable shopping experience for customers who want high-quality shoes and fitness apparels.

Target Audience:-

Our target audience includes:

- Men and Women (18-40)
who want trendy and comfortable shoes for daily wear and fitness activities.
- Athletes
looking for high-performance footwear for running, sports, and training.
- Professionals
in need of stylish and durable formal shoes.
- Parents
seeking durable, comfortable, and stylish jackets and shoes for their kids.

Products or Services:-

For our E-Commerce Shoes Marketplace, we offer a wide range of high-quality footwear and fitness apparel. Our product include.

- 1- Shoes:
 - Premium leather shoes
 - High performance running shoes
 - Fashionable sneakers.
 - Formal shoes.
- 2- Men's and Women's Fitness Apparel:
 - Fitness tops.
 - Fitness shorts.
 - Fitness jackets.

Platform features:

- **Product Search and Filters:**
Easy-to-Navigate search options to help customers find the perfect product.
- **User Reviews:**
Customers reviews and rating to ensure the quality of our products.
- **Secure Payments:**
Multiple secure payment options for customer convenience.
- **Fast shipping:**
Quick and reliable shipping for all products.

Business Model:

Our revenue model is direct sales, where customers purchase and apparel directly from the marketplace. We will offer competitive prices while maintaining quality through strategic partnerships with top brands and manufactures.

Operational Workflow:

- **Browse Products:** Customers can browse shoes and fitness apparel with ease.
- **Add to Cart:** After selecting items, customers add them to their shopping cart.
- **Checkout and Payment:** Customers proceed to checkout and pay surely.
- **Order fulfilments:** Orders are packed and shipped with 24-48 hours.

3. Kids:

- Shoes
- Winter jackets.
- Sports jackets.

Set your Marketplace Apart:

Our Marketplace stands out with high-quality, fashionable shoes and fitness apparel, featuring exclusive designs for comfort and style.

Fast delivery, affordable pricing, and a seamless shopping experience with secure payments and personalized recommendations make us unique.

Unique Selling Points: (USPs):

• Fast and Reliable Delivery:

We offer speedy delivery so that our customers get their shoes and apparel on time.

• Exclusive Collection of Shoes:

Our market place features a unique selection of premium and high performance shoes that are hard to find elsewhere.

• Comfort and Style:

All our products are crafted for comfort without compromising on style.

• Affordable prices:

We offer high quality products at competitive prices.

Create a Data Schema :-

Products (Sale)

Product ID: 01
Name: "Nike Air Force 1 Mid '07".
Price: 10795 ₹
Stock: 20
Category: Shoe

Order Details

Order ID: 342
Product ID: 01
Customer ID: CUST003
Quantity: 01
Total Amount: 10795 ₹
Time Stamp: January 16, 2025

Customers

Customer ID: CUST003
Name: Haya Saleman
Contact Info:-
E-mail: Saleman-haya@gmail.com
Phone: +92341-1234876
Address: 8C, Clifton Block 5 Karachi,
Pakistan.
Order History: No.

Delivery Zone

Zone ID: 753
Zone Name: Clifton 8C.
Coverage Areas: Clifton 8C, Block 5
Assigned drivers: Waleed
Driver Phone: Waleed (+92 310-331234)

Shipment

Shipment ID: SHP 346
Order ID: 342
Status: In Transit
Delivery Date:
19 to 20, January 2025