DAY ONE LAYING THE FOUNDATION OF MARKET PLACE

MY MARKETPLACE CHOICE:
General E-commerce

Purpose:

 The reason why I am choosing E-commerce is because it is highly in demand.It is further very trendy as all the businesses are turning online these days which makes it the perfect fit for me. Plus by choosing this marketplace I will have a chance to grow around an environment of fast shipping, smooth payment gateway and high quality experience of the customers. Which will be amazing for my learning as a beginner.

Business goal:

My business goal is to create a general e-commerce marketplace. I want to create a fully functional e-commerce platform with an integrated chatbot for the assistance of customers. With an assisting chatbot I also want to ensure fast shipping, smooth payment gateway and high quality experience of the customers. With all this I also want to ensure appealing UI/UX design.

Initial stages of business:

1- In the initial days of the business I will ship my products in Karachi only.
2- I will make sure to provide the best user-friendly experience.
3- In the initial stages I will work as a solopreneur.

Higher stages of business:

1- In the higher stages of my business I will provide shipping all over Pakistan as well as in foreign countries.
2-I will make sure to provide the best Luxury experience.

3-In the higher stages I will have a team to manage my market place if needed.

Problems solved by my market place:

Here are some of the problems my marketplace tends to solve.

Affordable prices:

I will ensure affordable prices in all categories of products so that multiple users will be able to shop and get what they want.

Easy Returns:

I will ensure that the return process is easy so that a customer would feel free to return the product within the due date.

Product Quality:

I will ensure High quality products only which will cause repeat purchases and make loyal customers.

Customer convenience:

I will ensure customer convenience in all sorts of product categories.

Product Range:

I will ensure a wide range of products from luxury to normal retail products so customers can find everything at one platform.

Target Audience:

My target audience is as under:

1-Young adults

2-Adults

3-People who don't feel comfortable window shopping.

4-People with disabilities.

Offered products:

The products will be including:

1-furniture

2- Electronics

3- Clothing

4- Beauty products

5-Luxury Products

6-watches ..etc

Offered Services:

The services I will offer are as under:

1- smooth payments both cash on deliveries.

2- Availability of an AI Assistant.

3- Order tracking

4- Fast deliveries usually in 1-2 days depending on the location.

5- Personalized Items only on customer demand.

Uniqueness:

My business will be unique due to the following reasons:

1- Personal customization

2- Fast Deliveries

3- AI assistant

4- Wide range of products available on one platform at affordable prices.

Data schemas

Products
Product id
product name
product price
product description
product rating
Product Image
product category

Customers

Customer id
Customers Name
Customers Email
Customers address
Contact details

Order

Order id
total price

purchasing date
order number

Shipment

shipment id
order id
delivery date.
Address
customer name
customer contact

Payment.

payment method
Amount
cash on delivery
Online payment
payment status.