

DAY 1: LAYING THE FOUNDATION FOR MARKETPLACE
"FURNITURE FOR HOME / OFFICE DECOR"

BUSINESS GOAL OF MARKET PLACE

1. AIM OF MARKETPLACE :
User friendly, wide variety providing efficient and secure platform, connects buyers and sellers, comparable prices as market,

Gaining better returns of profit,
2. PROBLEM SOLVED BY:

Solution of delay in delivery, limited payment options, large audience can manage efficiently

Eliminates geographical barriers by providing global accessibility.

Simplify buying & selling process.

Saving user time and make policy to avoid scams.

3. CATEGORY : Q COMMERCE

As furniture for home decor and office use material so Q Commerce is better option to facilitates customers.

4. Product / Services Offered :

Unique selling points,
fast order fulfilment,
Affordability, discounts, Exclusive deals
& competitive prices as market.
Personalization, AI driven recommendations
based on customer behaviour.
Convenience, Userfriendly navigation and
one click-checkout.
Trust, Transparent policies for returns
refund and customer support.

Customer engagement: provide live order
tracking and instant updates to enhance
transparency.

5. TARGETED CUSTOMERS

Buyers : Individual seeking convenience
variety, competitive prices

Focus on homeowners, companies owners,
designers, furniture enthusiasts, looking
for both modern and Vintage pieces.

CONDUCT MARKET RESEARCH :

Demanding trends :

Identify popular Furniture styles and material, sustainable options, minimalist designs and vintage trends with high quality.

Competitor Analysing :

Study the existing Furniture marketplace to understand their strengths, weaknesses, and pricing models.

Customer Insights :

Gather data through surveys and understand audience preferences.

DATA SCHEMA

- 1: PRODUCT TABLE:
Store information about items

TRACKING OF :

name

description

Stock

Category

Added to last updated

(WE CAN USE ADD TO CART FUNCTIONALITY HERE)

- 2- CUSTOMER TABLE:

Keep information about people (clients)
for each customer we store

FIRST NAME AND LAST NAME

Email address.

Phone number

Address [street, city, postal code]

3. ORDER TABLE :

Track the purchases made by customers for each order

Time to order place

Total cost

Current status ["processing" and "delivery"]

order placed last updated .

4. ORDER ITEM TABLE :

Products / Item

Order place

Where to place

Product refers to

Shipment