

Furniture Marketplace Plan

Website Name: Elegant Peace | Tagline: Where Comfort Meets Elegance

Step 1: Choose Your Marketplace Type

Choice: General E-Commerce

Primary Purpose: To provide a platform where customers can browse, compare, and purchase furniture products from a variety of categories, ensuring convenience, affordability, and quality in one place.

Step 2: Define Your Business Goals

1. What problem does your marketplace aim to solve?

The marketplace solves the hassle of physically visiting multiple stores to find suitable furniture. It provides a convenient, online platform for browsing, customizing, and purchasing furniture from the comfort of home.

2. Who is your target audience?

- Urban households and individuals looking to furnish or renovate.
- Small businesses and offices in need of quality furniture.

3. What products or services will you offer?

- Products: Sofas, chairs, tables, beds, cabinets, and office furniture.
- Services: Customization, delivery, assembly, and returns.

4. What will set your marketplace apart?

- Affordable pricing with high-quality materials.
- Customization options for size, color, and material.

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- Fast delivery and easy returns.

Step 3: Create a Data Schema

Entities in the Marketplace:

- Products: ID, Name, Price, Stock, Category, Material, Dimensions.
- Orders: Order ID, Product ID, Quantity, Customer ID, Status, Total Price.
- Customers: Customer ID, Name, Email, Phone Number, Address.
- Delivery Zones: Zone Name, Coverage Area, Assigned Drivers.

Flowchart Representation:

