

# hackathon 3

## Day 1

Date: \_\_\_\_\_

Marketplace Type : General E-Commerce

Primary Purpose :-

Our e-commerce platform is offering customers an easy & effective way to access authentic Nike products, including shoes, T-shirts, jackets, socks, tracksuits, & accessories for both men & women. With a focus on quality & authenticity, we aim to provide a seamless shopping experience that serves fitness lovers, sport & casual wear fans alike.

Step 2 : Define your Business Goals :-

My goal in e-commerce marketplace is to offer easy access to authentic products while addressing the common problem of copy products in the local markets.

Q1 - What problem does your marketplace aim to solve?

- My marketplace aims to solve the problem of limited access to authentic products in certain regions.
- By providing an online platform, we offer only 100% authentic Nike products.
- Customers can confidently purchase high-quality clothing, footwear, & accessories.



- Our platform ensures customers don't have to worry about receiving fake items.

## Q2 - Who is your target audience?

Our target audience consist of men & women, aged 18 to 45 years, who are passionate about fitness, sports & casual wear, & prefer high quality & branded products. It targets middle class & ~~mid~~ upper income class who have extra income to invest in premium products. Those people are willing to invest in premium products that enhance their performance while maintaining a stylish appearance.

## Q3 - What products or services will you order?

Our marketplace offers a wide range of high-quality product & services to ensure a premium shopping experiences.

### Products :-

- Nike shoes for various sports & casual wear
- Comfortable Nike T-shirts, jackets, & tracksuits for active & everyday use.
- Nike Socks & essential accessories like bags, caps & more.

### Services :-

- Seamless online shopping experience with easy navigation
- Secure payment options for smooth transaction process
- Fast & reliable delivery directly to customer doorsteps.
- Customer support to assist with inquiries & order issues.



Q4 - What will set your marketplace apart?

Our marketplace apart is our commitment to offering exclusive products, personalized shopping experiences & customer services :-

→ Unique Offerings:

- Exclusive products not easily available in physical or other online stores.

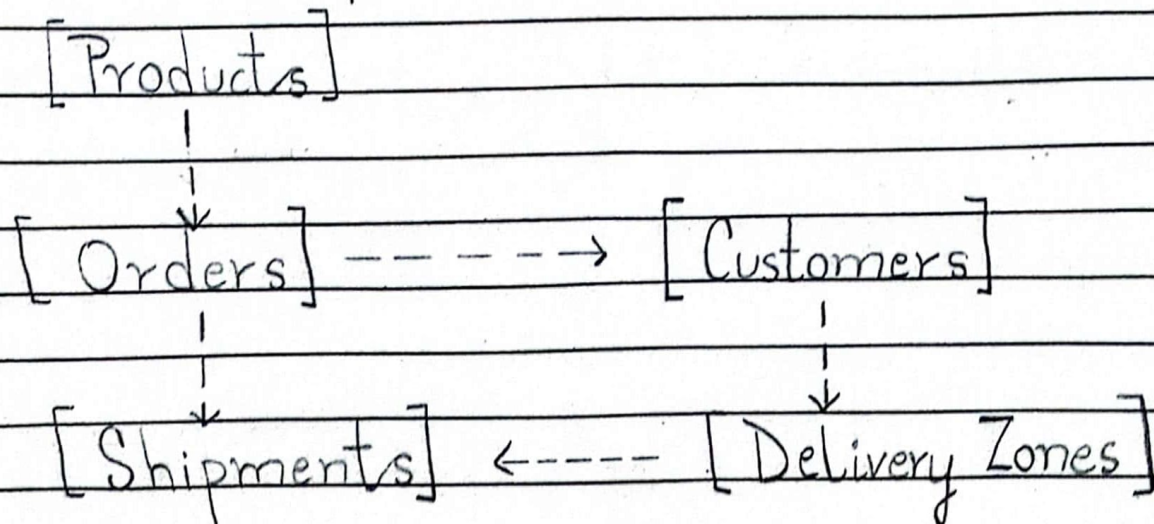
→ Shopping Experience:

- Seamless shopping experience with personalized recommendations on the website.
- Easy navigation to help customers find exactly what they want.

→ Delivery & Returns:

- Fast & Flexible delivery options to suits customer needs
- Hassle-free returns within 7 days to ensure customer convenience & satisfaction.

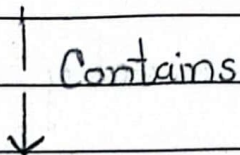
Relationship between entities:



# Data Schema

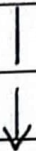
## [Products]

- > Product ID (Unique)
- > Name (Product Name)
- > Description
- > Color
- > Price
- > Tag



## [Orders]

- > Order ID (Unique)
- > Customer ID
- > Product ID
- > Quantity
- > Price
- > Status (Order Status: Pending, Shipped, Delivered)
- > Timestamp (Order placement Date & Time)



## [Customers]



-----> Customer ID

-----> Name

-----> Contact Info

-----> Address (Delivery Address)

-----> Order History

↓ Linked to  
↓

## [Shipments]

→ Shipment ID

→ Order ID (Linked to order)

→ Status

→ Delivery Date (Expected / Actual Delivery Date)

↓

## [Delivery Zones]

→ Zone Name (Delivery Area)

→ Coverage Area (Cities & Postal Code)

→ Assigned Drivers (Driver Details)