Laying The Foundation of Marketplace

Step 01: Marketplace Type:
* Type: Furniture E-commerce marketplace.
* Specilizes in selling furnitures for home, offices and outddor spaces.

Step 02: Goals and Mission:

Goals:
i- Create an online-shop for high-quality, durable furniture.
ii- Simplifying the furniture buying experience with detailed product information, easy checkout
iii- Build trust with customers with reliable delivery and customer services.

Mission:
To make furnishing homes and offices easy, stylish and accessible for everyone.

Step 03: Targeted Audience

Demographics: Their age should around 22-55yrs. Probably males will be targeted for office and for home, women will be preffered.
* Major focus will be on people living in urban areas. While the delivery will be accessible to all around the country through various courier companies.

* Karachi, Lahore and Islamabad are cities whom people will be targeted through facebook, interest instagram and pintuest. Radius targeting will also be done when i'll narrowing down the audience of these cities. by their behaviours.

Step 04: Identifying the problems which furniture market faces and their solutions:

i- mostly when parcel arrives, it got damaged or doesn't match the description, so i will cover this gap by providing high quality packaging and detailed description and images of products.

ii- Sometimes there are hidden shipping costs which customer doesn't expect so my goal is to provide clear shipping costs and transparent pricing of the products.

iii- will provide faster delivery options and real-time tracking updates. Hassle-free returns and easy exchange/refund process.

iv- Provide multiple payment options like online payment via jazcash, bank transfer and COD.

Step 05: Minimum Viable Product (MVP)

i- Homepage having category and featured products section.

2- Product listing page having search, filters like newly added, sort from low-high prices.
3- Cart, checkout and payment gateway.
4 - Tracking each order.

Step 05: Creating a data schema and understanding via flowchart:

*Products
ID
Name
Price
Stock
Category

Orders
Order Id
Product Id
Order Status
Payment Status
Timestamp

Customers
CustomerId
Name
Contact Info
Address
Order History

Shipments
Shipment Id
Order Id
Status
*Delivery Date

*Payments
Payment Id
Order Id
Amount
Status

*Delivery Zone
Zone Name
Coverage Area
Assigned drivers