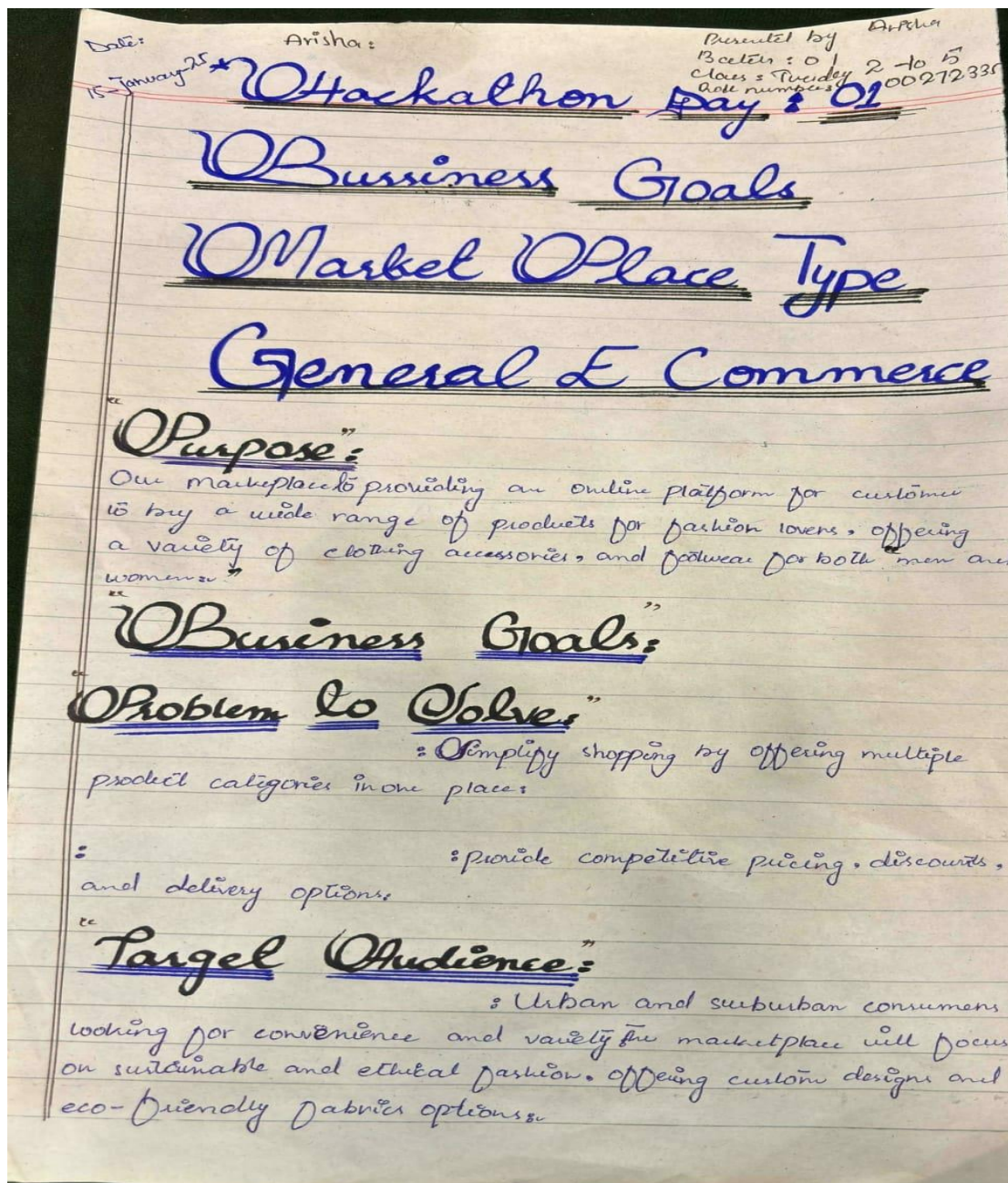*Prepared By Arisha*

DAY 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

Step 1: Choose Your Marketplace Type
Selected Marketplace Type: (General E-Commerce)

Primary Purpose:

prepared by Arisha

Customers Entity:

- : Customer ID
- : Name
- : Email
- : Shipping Address
- : Order History (which links to Orders)

Relationships:

- : products → Orders "Product ID"
- : Orders → customers "Customer ID"

Analyze Your Target Market:

Identify key Regions: Determine the primary areas where your potential customers reside. This could be local or National:

Assess Demand: Use market research and existing customers data to understand demand in different area's:

Define Delivery Zone:

Create Zone Categories: Segment your delivery areas into zone based or proximity to your fulfillment centers or suppliers:

Zone 1: Local city deliveries

Zone 2: Regional deliveries

Zone 3: National deliveries:

Assign Shipping Rates:

Establish shipping costs for each zone, considering factors like distance, shipping method, and order value. This approach

"Product Services:"

: Fashion items like dresses, jeans, jackets, accessories, shoes, and customized fashion products.

"Unique Selling Proposition:"

: provide options for customers to personalize designs or select custom sizes, allowing them to express their unique style.

"Data Schema:-

"Product Entity:"

- : ID (Product ID)
- : Name
- : Price
- : Description
- : Size
- : Stock:
- : Category (women's wear, Men's wear, Accessories):

"Orders Entity:"

- : Orders ID
- : Product ID (which links to products)
- : Quantity
- : Total price
- : Order status
- : Shipping Address

Presented by: Arisha
Batch: 01
Class: Tuesday 2 to 5
Roll number: 00272335

"Set delivery Timeframes:"

Estimate delivery times: provide customer with expected delivery times for each zone. For instance:

- ▲ Zone 1 : 1 - 2 business days.
- ▲ Zone 2 : 2-4 business days.
- ▲ Zone 3: 5-7 business days:

Communicate clearly: Display this information prominently during the checkout process to manage customers expectation.

Consider multiple fulfillement Center: If feasible utilized multiple ware house to store inventory closer to high-demand areas, reducing shipping times and costs:

"Moniter and Adjust:"

Collect Customer Feedback: Pay attention to customer reviews regarding shipping times and costs to identify areas for improvements:

Analyze shipping data: Regularly review shipping performance metrics to optimize delivery zone and strategies.

> Marketplace Type: General E-Commerce:

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> Purpose: Platform for a wide range of Product with delivery:

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| Business Goals: Solve access issues Target urban customers offer multiple categories Unique selling points: | → | Data Schema: Products (Product ID), Name, Price, Stock, Description) Orders (Orders ID, Customer ID, Product ID) - Customers (Customers ID, Name ....) |

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> Relationship: Product → Orders → Customers: