E-Commerce

Market Place

E Commerce

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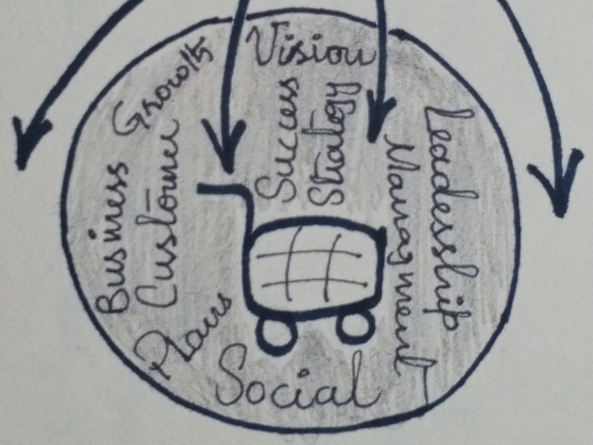


Task Of The Day "1"

Short Intro of Marketplace :-

There are three types of marketplaces :-

1- E-Commerce Webites:

The buying and selling of varities of goods and services over an internet.

for example :

Daraz, AliBaba, Amazon etc.

2- Q-Commerce Websites:-

This websites are designed to meet the need for immediate fulfillment. These websites focus on rapid delivery usually within an hour or minutes.

for example:

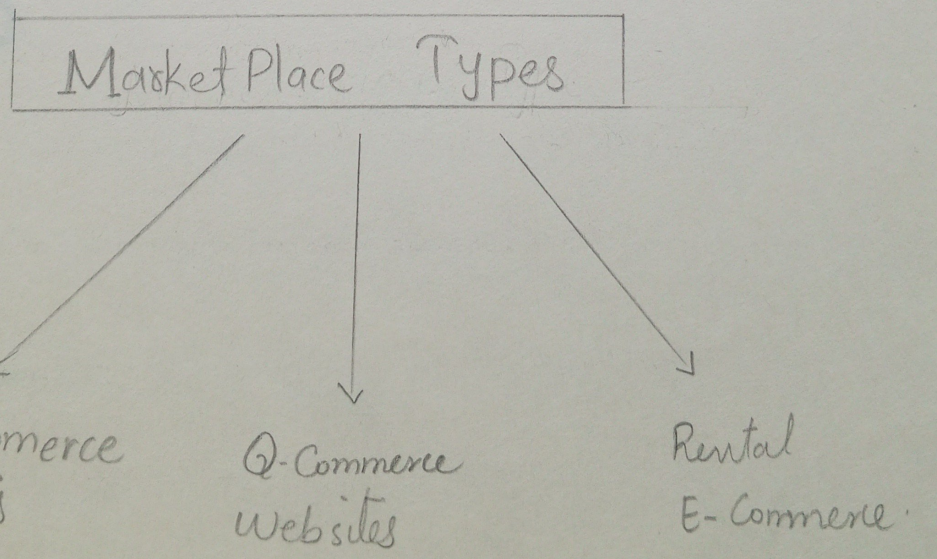
Foodpanda, Dawaai, BigBasket etc.

3- Rental E-Commerce Website:-

It is website where products and services are provided on rent, allowing customers to use for short-term instead of taken ownership.

For example:

Costume Rental, Furniture Rental, Car Rental etc.



STEP 01.

Choose Marketplace Type:-

I have chosen 'Bandage' as the name of my e-commerce website...

Purpose :-

The purpose of this e-commerce website is to provide a one step online shopping destination offers a diverse range of high - quality products.

Varities :-

- Men Clothes.
- Women Wears
- Kids Wear
- Fashion Accessories
- Houshold items

Step 02

Define Your Business Goals

⇒ What problem does your marketplace aim to solve?

- Product high-quality products at competitive prices.
- Ensure customers feels valued for their money.

Goals:-

⇒ Product Offering

- Offers a wide range of high-quality items:
  - Clothes
  - Accessories
  - Household Items
- Ensure competitive price.

⇒ Customer Loyalty

- Build a loyal customer base through:
  - Loyalty Programs
  - Rewards
  - Exclusive discounts

⇒ Customer Support.

- Provide timely and effective support via:
  - Live Chats
  - Emails
  - Phone calls.

⇒ Payment Flexibility

- Offer Multiple Payment options
  - Credit / Debit cards
  - PayPal
  - Digital Wallets.

Targets :-

- Maintain a customer return rate <5% due to quality issues
- Resolve 95% of customer inquries within 24 hours.

Most Important Goal

- At our store, customer satisfaction are our top priorities. We are committed to providing you exactly the same product as shown in the pictures.
- Ensuring complete transparency and honesty.

(Suggested by My Father)

⇒ What is your target audience

Target Audience

Age

- Clothes (18-45 years)
- Accessories (18-45 years)
- Household items (25-50 years).

Genders

- Clothes & Accessories (Primarily men & women
- Kids (Target Parents).
- Household items (Home owners).

Income Level

- Middle Income.
- Upper middle income.
- Value-conscious shoppers at reasonable price.

Location

- Urban Areas (Cities)
- Suburbs areas (outskirts of large cities).

Target Audiesnt

- Household items → Target → Home Owner, renters, parents
- Accessories
  - Kids. → Target → parents → Primarily Women
  - Men & Women → Targets → fashion forward, Individuals, Tech enthusiasts, homemakers
- clothes → Target → Young adults, professionals,

Products & Services Offered

Products:-

- Clothing
  - Men's Clothings:-
    T-Shirts, Jeans, jackets, sweat shirts.
  - Women' Clothing:-
    Skirts, dresses, jeans, tops, blazers, Jackets.
  - Kids Clothing:-
    T-shirts, shorts, dresses, jackets, coats.
- Accessories
  - Jewelery ↳ Necklace, earing, bracelites, rings, watches
  - Bags and wallets.
  - Footwear ↳ Casual, formal, heels, sneakers.
  - Eye wear ↳ Sun Glasses, Prescription glasses
- Household Items
  - Furniture ↳ Sofas, armchair, tables.
  - Kitchen ware
    ↳ Cookware, utensil, Table ware.

Services

- Reliable and affordable shipping option
- Faster delivery within 2-3 business days.
- Provide services that customers can returns product within a specified period.
- Exchanges are made simple with no extra charges.
- Customers can reach out via email or phone if they want more detailed inquries.
- We provide special customizations on certain products like jewelry or home decor (engraving, cut or carve) personalized sizes etc).

User Schema:-

- name
- email
- password
- address
- phone no
- role (admin, customer)
- created At.

Product Schema

- name.
- description
- price.
- stock quantity (SKU).
- category. (ref).
- created At

Order Schema.

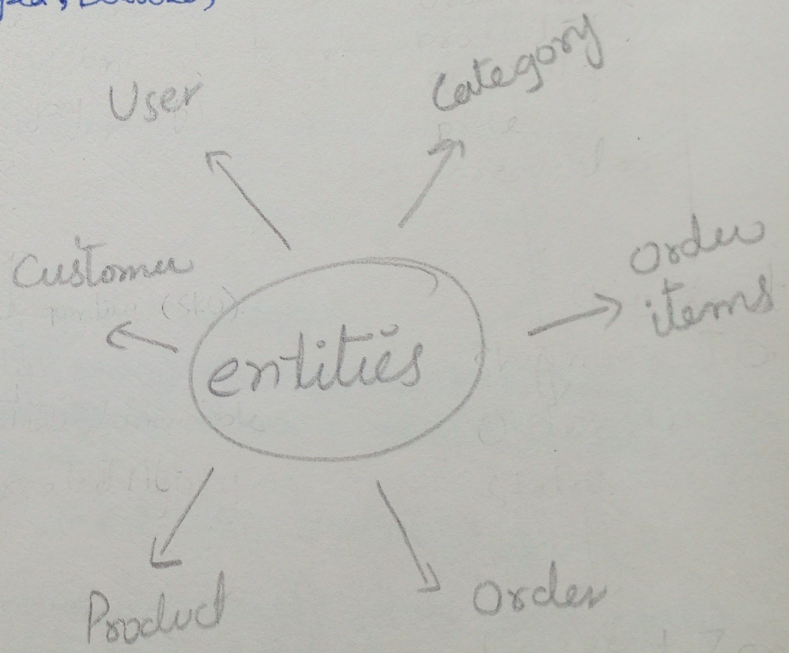
- User. (ref).
- items (names, quantity, prices)
- total amount
- status (Pending, process, Shipped, Delivered, Cancelled).
- Created At

Category Schema.

- name.
- description

Customer Schema

- name.
- email
- phone no:
- address



Work flow Diagram

Ecommerce Data Model.

Customer

A single customer can place multiple orders. e.g => John place two orders (Women accessories, home decor item).

Order

An order contains multiple items e.g (John place women accessories like rings, bracelets).

Order Item

Products

A product belongs to one category e.g => rings, bracelets belongs to the accessories.

Category.

Example Data Structure

Customer Table :-

Customer ID	Name	Email	Phone Number	Address
001	John Albert	alber@gmail.com	0312345678	Main Street 41/02.

Order Table :-

Order ID	Customer ID	Date	Total amout	Status
101	001	15-01-2025	$402.00	Shipped

Order Item Table :-

Order Item ID	Order ID	Product ID	Quantity	Price.
001	101	201	5	$80.4

Product Table :-

Product ID	Name	Price	Stock	Category ID
201	Rings	$80.4	200	1

Category Table :-

Category ID	Name	Description
1	Accessories	Fashion Items

Linked to the data Schema:-

1- User Authentication (login/Singup):-
- Schema Entities used: Customer

2- Product Display:
- Schema Entities used: Product, Category.

3- Add To Cart:-
- Schema Entities used: Order, Order Item, Product.

4- Checkout & Payment:-
- Schema Entities used: Order, Order Item, Customer.

5- Order Tracking:
- Schema Entities used: Order, Shipment.

⟹ Real Time Features:-

1- When an order is placed, the stock in the product tables is updated dynamically.

2- Customers receive order status update through API. linked to <u>Order</u> entity.