

## **Step 1: Choose Your Marketplace Type**

### **General E-Commerce**

The primary purpose of an e-commerce platform is to facilitate the buying and selling of goods or services online, providing convenience, accessibility, and automation for both businesses and customers

## **Step 2: Define Your Business Goals.**

### **1: Your marketplace aims to solve the following problems:**

1. Lack of unique, handmade, and affordable artwork: Mass-produced artwork can be impersonal and lacks character. Your handmade paintings offer a unique and personalized touch.
2. Difficulty in finding artwork that resonates with individuals: Your diverse range of painting styles, themes, and mediums cater to various tastes and preferences.
3. High prices of original artwork: Your affordable pricing makes original, handmade artwork accessible to a wider audience.

### **2: Who is your target audience?**

1. Demographics: Men, women, and children of all ages
2. Psychographics: Individuals seeking unique, handmade, and affordable artwork for personal or professional spaces
3. Occupations: Homeowners, office managers, teachers, and students

### **3: Products**

1. Handmade paintings: Oil paintings, acrylic paintings, abstract art, scenery, floral, and more

### **4: What sets your marketplace apart:**

1. Affordability: Original, handmade artwork at competitive prices
2. Uniqueness: Each painting is handmade, ensuring a one-of-a-kind piece
3. Quality: High-quality materials and craftsmanship guarantee a long-lasting artwork

### Step 3: Create a Data Schema

[Product]

- ID
- Name
- Price
- Stock
- category
- color

|

|

[Order] -----> [Customer]

- |              |                |
|--------------|----------------|
| - Order ID   | - Customer ID  |
| - Product ID | - Name         |
| - Quantity   | - Contact Info |

|

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[Shipment]

- Shipment ID
- Order ID
- Status