

1/16/2025  
Day-01: Welcome to My E-commerce Journey

## Building My E-commerce Furniture Marketplace -

Step 1: Choose Your Marketplace Type

✓ o General E-commerce

Business Goals: Ayesha Iqbal

① Problem the Marketplace Aims to Solve:

- **Convenience:** Furniture shopping is time-consuming requiring visits to multiple stores. Our marketplace offers a one-stop solution for browsing, comparing, and purchasing furniture online.

- **Visualization:** Customers often struggle to visualize how furniture will fit in their space. We offer virtual room design tool to help them visualize furniture before buying.

- **Affordability & Accessibility:** Quality furniture can be expensive. We aim to provide affordable options with flexible payment plans, making furniture accessible to more people.

- **Delivery & Assembly:** Delivery and assembly of large furniture items can be challenging. We offer fast delivery with optional assembly services to ensure a hassle-free experience.

## 2: **Target Audience**

- **Homeowners and Renters** Individuals or families looking to furnish or redecorate their homes.
  - **Young Professionals & Millennials:** People in the early stages of their careers who want stylish, affordable, and functional furniture.
  - **Interior Designers & Small Businesses:** Professionals looking for furniture for project or commercial spaces.
  - **Budget-Conscious Consumers:** Shopper looking for quality furniture at affordable prices.
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## Data Schema:

### Entities:

- Products: Furniture items for Sale
- Order: Customer purchase Records.
- Customers: Individuals making Purchases.
- Delivery Zones: Areas covered by delivery.
- Shipment: Tracks the movement of Products.
- Payments: Payment Status and Method..

### Relationships: Ayesha Iqbal

- ① Products Linked to Order
- ② Order Linked to Customers.
- ③ Shipments Linked to Orders and Delivery Zones.
- ④ Payments Linked to Orders.



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## Product & Services Offered:

### Products:

- Living room furniture.  
(Sofas, Coffee table, chair)
- Bedroom furniture —  
(beds, dressers, wardrobes)
- Outdoor furniture —  
(Patio sets, lounge chair)
- Office furniture  
(desk, chair, storage)
- Storage Solutions —  
 bookshelves, cabinets, organizers)
- Home decor —  
(Rugs, lighting, mirrors)
- Kids' furniture  
(Cribs, toy storage)
- Mattresses and bedding
- Modular and customizable furniture.


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## Key Fields:

Products: ID, Name, Price, Stock,  
Category.

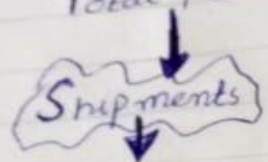
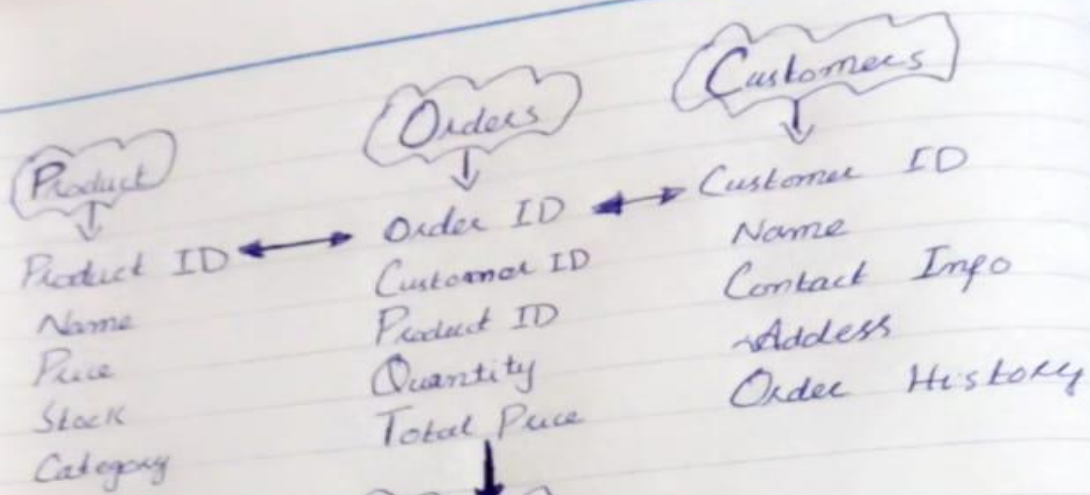
Order: Order ID, Customer Info,  
Product details, Status.

Customers: Customer ID, Name, Contact  
info, Order History

Shipments: Shipment ID, Order ID,  
Status,   
Delivery Date

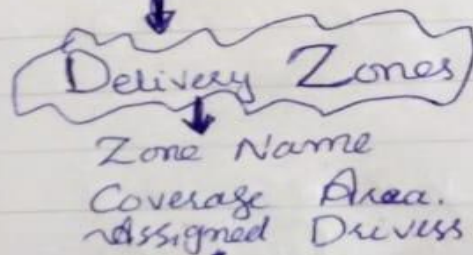
Payments: Payment ID, Order ID,  
Status, Payment  
Method.

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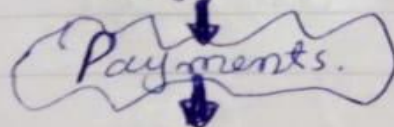
**Shipments**

- Shipment ID
- Order ID
- Status
- Delivery Date



**Delivery Zones**

- Zone Name
- Coverage Area
- Assigned Drivers



**Payments**

- Payment ID
- Order ID
- Status
- Payment Method
- Payment Date

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Conclusion: Ayesha Iqbal

Our e-commerce furniture Marketplace focuses on Making furniture Shopping Convenient, affordable, and Customizable While offering quick delivery, Optional assembly Services, and easy financing.

Thank you for Reading My Idea

If you have any feedback or thoughts, feel free to share.

Thank you again for  
your Support.

Thank  
you