**GIAIC QUARTER 02**

**MARKETPLACE BUILDER HACKATHON 2025**

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**DAY 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY**

**Task for Day 1**

**Step 1: Choose Your Marketplace Type**

**General E-Commerce**

**Step 2: Define Your Business Goals**

**Q.1 What problem does your marketplace aim to solve?**

My marketplace is designed to address the growing demand for **authentic and original products** in an industry where counterfeiting and mass-produced items are prevalent. We aim to provide customers with a **reliable platform offering high-quality, genuine products across a wide range of categories**. By prioritizing authenticity, we ensure that our users can shop with confidence, knowing they are purchasing unique, carefully sourced items. Our goal is to create a trustworthy marketplace that supports both independent creators and established brands, while fostering a community that values originality and craftsmanship.

**Q.2 Who is your target audience?**

Our target audience consists of discerning **consumers who prioritize quality, authenticity,** and uniqueness in the products they purchase. These are individuals who are seeking to support independent creators, discover one-of-a-kind items, and avoid mass-produced or counterfeit goods. We cater to both seasoned buyers who appreciate high-end, original products, and younger, trend-conscious consumers who want to make more informed and distinctive choices. With an emphasis on innovation and authenticity, we aim to cater to consumers who value cutting-edge beauty solutions that align with their lifestyle, health, and personal values.

**Q.3 What products or services will you offer?**

**General E-Commerce Marketplace:**

**Products: cosmetics, beauty products and skin care products**

Our marketplace will specialize in a **wide range of high-quality cosmetics, beauty products, and skincare items**. We will offer a carefully curated selection of both well-established and emerging brands, ensuring that each product meets high standards of quality and authenticity. Our platform will feature a variety of products tailored to different skin types, preferences, and beauty routines, from skincare essentials to luxury cosmetics. By prioritizing genuine and effective beauty solutions, we aim to cater to a diverse customer base seeking products that enhance their beauty regimen and overall well-being.

**Q.4 What will set your marketplace apart (e.g., speed, affordability, customization)?**

What will set our marketplace apart is our commitment by offering:

### **Authenticity and Quality**

* We offer **original, one-of-a-kind beauty and skincare products** sourced from independent creators and niche brands.
* Every product is carefully curated to meet high standards of **quality and effectiveness**, ensuring a premium experience.

### **Personalized Shopping Experience**

* **Tailored recommendations** based on unique skin types, concerns, and beauty goals.
* **Virtual skin consultations** and **customized product bundles** to help customers find the perfect products for their needs.

### **Transparency and Trust**

* Detailed **product information** on ingredients, sourcing, and ethical practices.
* **Customer reviews** and in-depth descriptions empower shoppers to make informed decisions.

### **Exclusive Access and Innovation**

* **Limited-edition releases** and **early access** to new beauty and skincare products.
* **Cutting-edge beauty solutions** to ensure our customers stay ahead of trends.

### **Sustainability and Ethical Practices**

* Emphasis on **eco-friendly packaging** and **cruelty-free** products.
* Support for **sustainable practices** across all brands featured on our platform.

### **Community-Driven Experience**

* **Engagement with fellow beauty enthusiasts** through reviews, tips, and shared experiences.
* A platform designed to foster a **sense of connection** and trust within the beauty community.

### **Seamless and Convenient Shopping**

* **User-friendly platform** for easy navigation and quick checkout.
* Fast, reliable **shipping options**, with tracking and customer support for a hassle-free experience.

**Step 3: Create a Data Schema**

**1. Identify the Entities in Your Marketplace**

**Products:** Items available for purchase.

**Orders:** Records of transactions between customers and your platform.

**Customers:** Individuals or businesses purchasing products.

**Delivery Zones:** Areas covered by your logistics or service providers.

**Shipment:** Tracks the movement of items from warehouse to customer.

**Payments:** Tracks transactions and payment statuses.

**2. Draw Relationships Between Entities:**

Use a diagram to visualize how these entities interact. Below is an enhanced example:

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**| Product |**

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**| ID |**

**| Name |**

**| Category**

**| Price |**

**| Stock |**

**| Brand |**

**| Skin Type |**

**| Ingredients |**

**| Order |**

**+----------------+**

**| Order ID |**

**| Product ID |**

**| Quantity |**

**| Total Price |**

**| Customer |**

**+----------------+**

**| Customer ID |**

**| Name |**

**| Contact Info |**

**| Shipping Address|**



**| Payment |**

**+----------------+**

**| Payment ID |**

**| Order ID |**

**| Payment Method | (Options: Credit Card, PayPal, Bank Transfer, or Cash on delivery etc.)**

**| Payment Status | (Pending, Completed, Failed)**

**| Amount Paid |**

**| Payment Date |**

**| Shipment |**

**+----------------+**

**| Shipment ID |**

**| Order ID |**

**| Status |**

**| Estimated Delivery |**

**| Delivery Zone |**

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**| Zone Name |**

**| Coverage Area |**

**| Assigned Driver |**

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**3. Key Changes and Additions:**

1. **Product Entity:**
   * Added attributes like **Category** (e.g., Cosmetics, Skincare, Beauty), **Brand** (well-known or emerging brands), **Skin Type** (which aligns with specific products tailored to different skin needs), and **Ingredients** (highlighting what each product contains).
2. **Order Entity:**
   * We can include the **Total Price** here to give a breakdown of how the order total is calculated based on the quantity and product prices.
3. **Customer Entity:**

* The **Shipping Address** is included, as it’s essential for an e-commerce marketplace to ensure proper delivery to the customer.

1. **Shipment and Delivery Zone:**

* These entities remain similar but focus on the logistics of delivering beauty products to customers based on their geographical location.

1. **Payment Entity:**

* **Payment ID**: A unique identifier for each payment transaction.
* **Order ID**: Links the payment to a specific order.
* **Payment Method**: Specifies how the payment was made (e.g., Credit Card, PayPal, Bank Transfer, etc.).
* **Payment Status**: Indicates whether the payment is **Pending**, **Completed**, or **Failed**.
* **Amount Paid**: The total amount paid for the order.
* **Payment Date**: The date the payment was made.

1. **Order and Payment Relationship:**
   * **Order** is linked to **Payment** through the **Order ID**. When an order is placed, a corresponding payment transaction is initiated, and the payment status is tracked.
2. **Customer and Payment Relationship:**
   * **Customer** can have multiple orders and payments. This ensures customers can see the status of their payments for different orders.

**How the System Works:**

* **Products** are listed on the platform with detailed descriptions such as brand, category, price, and specific skin type compatibility.
* **Customers** browse these products, placing orders based on their preferences, skin types, and beauty needs.
* The **Order** entity is created with reference the **Product ID** to track what was purchased and in what quantity.
* After confirming the order, the customer proceeds to **Payment**, where they select their preferred payment method and complete the transaction.
* The **Payment** status is tracked (Pending, Completed, Failed), and upon successful payment, the **Order** can be processed for shipment.
* The **Shipment** process begins only after the payment is completed, ensuring that the customer’s order is fulfilled once payment is confirmed.
* **Delivery Zone** for logistical purposes.

The entire flow ensures a seamless experience from browsing products to receiving shipments at the customer’s door, with detailed data tracking each stage of the process. The marketplace will be able to cater to a broad audience with diverse beauty needs while ensuring high-quality service and product authenticity.

**Step 4: Submit Your Work**

**GitHub Link:**

**https://github.com/BUSHRAKHAN99/NextJS\_Design\_JAM\_2024-Template\_0.git**