BENISH SALEEM
Roll # 11860
Day 1

LAYING THE FOUNDATION FOR MARKET PLACE

STEP 1: E-Commerce WEBSITE

INTRODUCTION:-

A website that offers all kinds of furniture for homes, offices, schools and more places. our market place contain a variety of furniture like bed room set, Sofa set, cupboards, dining, out door and in door every kind available here. This platform is providing an easiest way to buy their favourite product in just one click.

STEP 2: 1: BUSSINESS GOALS :- (Aims)

1- **Showcase Products:** Providing a visually appealing and well-organized catalog of furniture items with high-quality images, detailed description and material specifications.

2- **Facilitate online Sales:** Offering a platform for customers to browse, select and purchase furniture online, with secure payment options and convenient checkout process.

Bussiness Goals. (Aims)

3- Promote Brand Identity: Establishing and reinforcing the brands identity through showing design, content and description.

4- Increase Engagement: Include Blogs, design tips, or inspiration Galleries to engage customers and establish the website as go-to resource for interior design and furniture trends.

5- Expand Market Reach: Serve as a platform to reach broader audiences, including local, national markets.

~~STEP 3~~ 2: TARGET AUDIENCE:-

01: Home Owners
- living room set
- Bed room furniture
- Dining Set
- Storage Solution

02: Bussinesses & Offices
- Desks & chairs
- Conference tables
- Storage cabinetts
- Reception furniture

03: Interior Designer & Architect.
- Access to catalogs
- Trade discount & customization tool.

04: Hospitality Industry (Hotels, Restuarants, Cafe etc)
- Dining chairs, tables.
- Loung Sealing
- Out door furniture

3- PRODUCT DETAILS:-

High Quality and durable items are here.

- Living room sets.
- Sofa sets
- Table chairs
- Bed room furniture
- Dining sets
- Storage Solution
- Storage Cabinet
- Conference Tables
- Reception furniture.

4- ROLE OF MARKET PLACE:-

Speed Of Delivery: We ensure our customers that to deliver the goods they purchased within time period with out any delay safely.

Affordability: Our products meets the demands of customer because these are in cheap and affordable range and we also provide greater discount in different packages.

Customization: Our platform providing facility to customers to buys goods according to their preferences.

Diagram.

Relationship between Entities :-

PRODUCT

↓

ORder

↓

Customer ⟶ Payment

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Delivery Zone.