

# DAY 01 LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

## STEP 1:

### CHOOSE MARKETPLACE TYPES:

General E-Commerce: A platform offering a wide variety of furniture for homes, offices, & businesses, with easy online shopping at affordable prices.

## STEP 2: BUSINESS GOAL

1. Affordable: Competitive price for every item.

2. Convenient: Simple & Easy Online Shopping.

3. Variety & Quality: A wide range of high-quality furniture.

4. Reliable: Timely delivery & Stock availability.

## STEP 3: PRODUCTS & SERVICES:-

- Home Furniture: Sofas, beds, tables, & chairs.
- Office Furniture: Desks, Chairs, Cabinets.
- Outdoors Furniture: Garden chairs & tables.
- Custom Furniture: Made-to-order furniture.
- Accessories: Cusions, rugs & decor items.

## STEP 4: TARGET AUDIENCE:-

- Homeowners looking for stylish furniture.
- Businesses needing office furniture.
- Interior Designers searching for unique pieces.
- Young Professionals setting up new spaces.
- Online Shoppers who prefer shopping for furniture online.

## STEP 5: WHAT Sets Us Apart?

- Affordable Prices
- Wide Selection for different styles and budget
- Customization Design Options for personalised furniture
- Easy Website for smooth shopping
- Fast Delivery to get products on time
- Good Customer Support for help with orders and returns.

## STEP 6: DATA SCHEMA:

### 1) Customers

- customer\_id
- name
- email
- phone\_number
- address
- Password

### 2) Products

- product\_id
- name
- price
- Category\_id
- description
- Stock
- quantity
- Seller\_id

### 3) Categories

- category\_id
- category\_name
- description

### 4) Orders

- order\_id
- order\_date
- customer\_id
- total\_amount
- status
- delivery\_address

### 5) Order Items

- order\_item\_id
- order\_id
- product\_id
- quantity

### 6) Sellers

- seller\_id
- name
- email
- address
- phone\_number

### 7) Delivery Zones

- zone\_id
- zone\_name
- delivery\_charge

### 8) Payments

- payment\_id
- order\_id
- amount
- payment\_method
- payment\_date
- payment\_status

