

STEP NO 1

GENERAL E-COMMERCE :-

E-commerce is stand for "Electronic Commerce" refers to the buying and selling of goods or services through Online platforms. It has revolutionized how businesses operate by offering a virtual storefront accessible to global audiences.

Features Of E-commerce

- ⇒ Product Catalog :- Displays products with descriptive images, pricing and stock availability.
- ⇒ Order fulfillment :- Handles the journey of an order from placement to delivery.
- ⇒ Payment Systems :- Facilitates secure transactions via payment gateways (eg: paypal, stripe).
- ⇒ Customer management :- Tracks user data, order history and preferences.

⇒ Shipment and Tracking - Ensures timely delivery with real-time logistics update.

Example Of E-Commerce : Amazon, Daraz, Jemini,

STEP 02

① What problem does your marketplace aim to solve,

My e-commerce marketplace website solves these problems.

- ① Provide Convenience
- ② Provide Variety and availability
- ③ Convenience of Price Comparison
- ④ Reviews and Recommendation
- ⑤ Delivery and return
- ⑥ Discounts and Offers

① Provide Convenience :-

- Customers can shopping easily from the comfort of their homes.
- Saves time and effort compared to visiting physical stores.

② Variety and Availability:-

- Access to a wide range of brands, styles and categories in one place
- Shopping available anytime (24/7).

③ Price Comparison:-

- Customer reviews and ratings make decision-making easier.

④ Reviews and Recommendation:-

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⑤ Discounts and Offers:-

- Access to Online-exclusive deals and promotions not available in physical stores.

⑥ Delivery and Returns:-

- Doorstep delivery and easy return/exchange policies make shopping hassle-free means shopping without any trouble OR complications.

Q Who is Your target audience?

My target audience falls into 4 different categories.

- 1) Gender specific audience
- 2) Age group of audience
- 3) Lifestyle preference
- 4) Location based tracking

1) Gender specific audience.

⇒ Primary audience (Men)

Men who prefer casual and comfortable western wear.

Such as:- T-shirts and Pants

⇒ Secondary audience (women)

women who are looking for limited western options (since female outfits are fewer this would be secondary)

⇒ Age group of audience: (18-35 years)

This group is ideal for fashion-conscious and budget-friendly clothing.

③ location-based targetting:-

- People from Urban areas, as they are more attracted to western wear.

④ What Products OR Services will you Offer.

Here are my products:- and services:-

Products:-

1 Western Casual Wear

- T-shirts (Printed, Plain)
- jeans and Pants (Slim fit, Regular fit)
- Casual shirts (Plaid, Plain Or striped)

Services:-

I am offering these services on my e-commerce platform.

- 1 Competitive pricing
- 2 Easy Return and exchange Policy
- 3 free OR low-cost shipping
- 4 Personalized Recommendations
- 5 Loyalty Programs
- 6 Customer Support

⇒ Competitive pricing

- Offer discounts, deal, and bundles to attract customers looking for affordable prices
- Regular seasonal sales or special Promotions (eg: end-of-season sales, buy-one, get-one free offers)

⇒ Easy Return and exchange Policy...

Simple, hassle-free returns and exchanges to build customer trust especially for Online buyers.

⇒ Free OR Low-Cost Shipping:-

Offering free shipping for certain Order value or affordable delivery Options to attract customers who prefer low-cost services.

⇒ Loyalty Programs:-

Offer a loyalty program to encourage repeat purchases, such as discount OR points for future purchases.

=> Personalized Recommendations

Based On past purchases OR browsing behavior, recommend similar OR complementary items at lower prices.

=> Customer Support

Provide 24/7 customer support via chat, email, OR phone for easy communication and assistance.

ORDER ITEMS:-

Order-item-id (Primary key)
Order-id
Product-id
Quantity
Price-at-time-of-order

ORDERS:-

Order-id (Primary key)
User-id
Order-date
Status

Users
User-id (Primary key)
name
email
Password
address
Phone-number

PRODUCTS:-

Product-id (Primary key)
name
description
Price
stock-quantity
category-id (Foreign key to categories)

Reviews:-

reviews-id (Primary key)
Product-id
User-id
rating
comment
review-date

CATEGORIES

category-id (Primary key)
category-name
description

SHIPMENT:-

Shipment-id (Primary key)
Order-id
delivery-zone-id
Shipment-date
estimated-delivery-date
Shipment-status

Return Request:-

return-request (Primary key)
Order-id
Product-id
return-reason
return-date
Status (Pending, Approved, Rejected)
Refund-amount

Delivery ZONE:-

delivery-zone-id (Primary key)
zone-name
description

Payment

payment-id (Primary key)
Order-id
Payment-date
payment-method (eg: credit card, paypal, bank transfer)
payment-amount
transaction-id (unique transaction ID per the payment)