

Hackathon #3

Day:01

Step#01 choose your marketplace
type

Rental - e-commerce



Decide your choice primary purpose



Market place type (eg # Rental-e-commerce)

"The primary purpose of Rental e-commerce is to provide a platform where users can rent products for short term use, instead of purchasing them outright."

This project allows people to access items like cars, equipment, or event supplies for a limited time, offering convenience, and cost efficiency without the long-term commitment of ownership.

Step#02

"Define your Business Goals"

Here is a map chart for that...
will define all of them in belows:-

FAQ'S

What problem does your market solve?



Who is your target audience?



What products or services will you offer?



What sets your market place apart?
eg (speed, cost)



"Business Goals defined"



Problems to solve (Aims) -

- It provides short-term use without ownership.
- It solves problems such as:-
 - => High costs for one time-use products
 - => Lack of availability for short term needs eg (renting event supplies for a one off-event)
 - => Difficulty acquiring high quality or specialised products for temporary purposes -

Targeted Audience:-

Middle & low income consumers needing affordable rentals, as well as -
higher income users looking for premium or specialised product for events or businesses use

Products or Services (Offered) -

Rentals of cars, events, supplies, electronics, & tools along with delivery, looking to add insurance, & setup services for customers -

④ Get your market place apart:-

- Affordable pricing
- Seasonal discounts-
- fast delivery (or we say fast services or response)
- flexible rental terms-
- premium offering (special occasions)-
- looking to add this feature in future for insurance to protect against compensations-
- customer satisfaction-
-

Proceed to Step #3.

Sample Data Schema-

[Product]

- Product Id
- name
- description
- price
- category
- Stock-quantity. — — — —> order.
- availability status

[Order] - - -> [customer]

- | | |
|--------------------|----------------|
| - order_id | - user_id |
| - product_id | - name |
| - reservation_date | - email |
| - total amount | - phone number |
| - status | |

[Order] —> [Payment]

- | | | |
|------------------|------------------|---------------|
| order_id | - payment_id | } later usage |
| - Payment status | - payment method | |
| - amount | - payment status | |

[Order] — [Reservation]

- order_id
- reservation_start_date
- reservation_end_date
- status

[Product] —> [Reviews]

- | | |
|--------------|--------------|
| - product_id | - review_id |
| - rating | - user_id |
| - comment | - product_id |

Example Relationships

Customer — multiple orders-

order —> product (rented item) —> customer (who rent it)

Payment —> order (tracking payment details)

Reservation —> start date —> end date
(rental period for each order)

Review —> allows —> customer to rate —> comment

SWOT Analysis

for Rental e-commerce

"Strength → weakness → opportunities
→ Threats"

Strengths:-

- wide variety of cars -
- Affordable pricing models -
- easy to navigate
- offering a diverse range cars -
(SUV's, sedan, saloon, MPV)
- cater to different customer needs -
- provide cars according to passengers -
(Seating cap)

Weakness:-

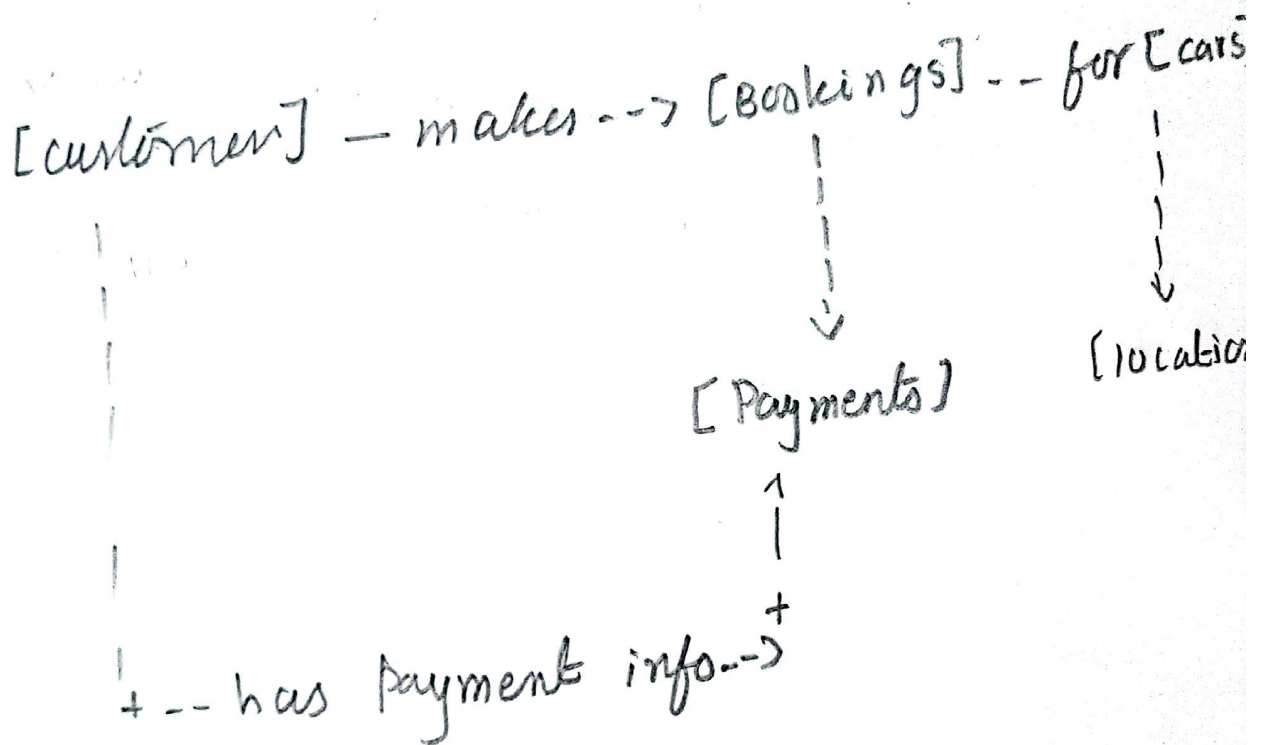
- limited location for pick up / drop off -
- Initial Setup costs are high -
- Maintenance and tracking challenges -

Threats:-

- competition from established companies
- fluctuation in fuel prices -
- economic downturn affecting customer budgets

Opportunities:-

- Growing market for rental services.
- Partnership with local businesses.
- Expansion into event based rentals.
- provides fleet & loyalty discount for customers who have past experiences with us.



Entities & Relationships -

Cars:-

- Make & model:- car's brand & specific models (eg: Tesla Model 3).
- Category:- Types of cars (eg: sedan, SUVs)
- Fuel type & transmission:- whether it runs on gas, diesel, manual or Automatic.
- Rental price:- How much it costs per day (rent a car)
- Availability & locations:- whether car is available for booking and located for pickup.

Customers:-

customer id & name:- unique identifier & customer's name.

Contact info:- phone No and email.

Rental history:- list of cars they've rented before along with dates.

Payment info:- preferred payment methods.

Bookings:-

Booking Id => unique id for each booking
car & customer Id => links to cars rented who made booking.

Pick up & drop off:- Dates, times, locations.

Rental price & status: eg pending, Active, or completed.

Location -

- location ID & name. (Branch or pick point)
- Coverage area: cities or zones served by this location
- Available cars: A list of cars currently at the location -