

Marketplace Business Goals - Dukandaro

E-Commerce

Business Planing :-

Purpose:- Aim to convert my local area physical store in to online store.

* MARKETPLACE TYPE :-

- General E-Commerce

MY BUSINESS GOALS :-

My marketplace aim to solve these problems:-

1- PROBLEM :- Language Barrier.

many customers, especially in rural areas, are not fluent in En & proper shopping in their native language like Urdu, Punjabi.

Solution:-

- offer a multilingual website with lang selection options.

2- PROBLEM :-

Unfamiliar with online store :-

* First time buyers are hesitate because they don't know how e-commerce work

Solution :-

- Add a first time buyer offer or guide to explain the process step-by-step through video.

Target audience :-

PRIMARY :-

- Local Residents .
- Young people (18-30)

~~• Middle class~~

~~• High class~~

Product categories :-

- clothing .
- Beauty products
- House hold items .

- Electronics
- Kid products
- Digital products.

Market place which offers a wide range of daily products.

What will set my Market place apart?

- Urdu language support.
- Quick Delivery.
- Clear Return Policies : Build trust by offering free returns & refund.
- COD : cash on delivery.
- Recommendations.

SCHEMA 2-

- Product {
id,
name,
desc,
rating,
rating No,
price,
Discount%,
Detail,
Images,
video,
Profit,
stock,
category,
tags }

- User {
name,
email,
Phone no,
Address,
Password,
Product tags }

- order {
id,
ProductsId,
customerId,
Date,
total amount,
Payment method,
~~estimated delivery~~
date,
~~status~~ }

- Shipment {
Estimated delivery date,
status,
tracking no,
customer address,
Package details,
Order Id,
Delivery cost }

- Zone {
city: Karachi,
postal codes,
Areas }