# Day 1: Business Focus

## Business Goals Defined

1. Problem Statement:

My marketplace solves the problem of providing a convenient, user-friendly platform for purchasing furniture online.

- Target audience:

The primary audience includes:
- Homeowners
- Office managers
- Interior designers
- Architects

- Unique Value Proposition (UVP):

What sets my marketplace apart:
- competitive pricing
- High-quality furniture products
- Excellent customer service
- Fast and reliable shipping

2. Data Schema Drafted:

I draft the following data schema that define entities and their relationships.

- **Entities & their relationship:**

a. **Products**
  - ▶ Fields :
  ID , Name , Price , Stock , Description, Image.

b. **Orders**
  - ▶ Fields :
  Order ID , customer ID, Product ID, Quantity , Status (e.g. pending, shipped, deliverd ), Order Date.

c. **Customers**
  - ▶ Fields :
  customer ID , Name, Email, Phone Number , Address.

d. **Delivery Zones**
  - ▶ Fields :
  Zone Name, coverage Area, Assigned Drivers.

- **Relationships**
- Products connect to orders via Product ID
- Orders connect to customers via customer ID
- Delivery zone are assigned to

Delivery zone are assigned to specific orders. based on the delivery location