

Date: \_\_\_\_\_

DAY : I

## LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY:

STEP : 01

### • CHOOSING THE MARKET PLACE TYPE:

\* - My market place type would be a niche marketplace which will focus on clothings, shoes, caps etc. which is ideal ; think...

### • PRIMARY PURPOSE:

- \* Easy to use Platform
- \* Affordable for Trendy Cloths, shoes, caps.
- \* Providing Quality & Variety.
- \* Reliable & Fast Delivery.

Page #



Teacher's Signature: \_\_\_\_\_

## STEP:02

- BUSINESS GOALS:

- What problem does my market place aims to solves?
- \* Making Easier solutions for customers who are finding high-quality and affordable fashion items.
- \* Ensuring trust by providing genuine product reviews by verified proof.
- \* Making Safe Payments & Fast Delivery.

- TARGETED AUDIENCE:

- \* Individuals aged from 15 to 40. Those who'll value trendy styles, affordability.
- \* Smooth shopping experience, particularly those in urban & suburban Areas.

## • PRODUCTS & SERVICES WILL BE OFFERED:

- \* A wide collection of premium-quality clothings in reasonable prices.
- \* Seasonal fashion accessories for men, women, teens.
- \* Genuine reviews with proof, and
- \* Exclusive discounts EVERYDAY.

## • WHAT WILL SET MY MARKETPLACE APART:

### \* Reliable Delivery:

- Reliable delivery within 48 hrs for new customers.
- Real time tracking for transparency.
- \* Competitive rates with regular deals & discounts.

Date: \_\_\_\_\_

\* PREMIUM, High-Quality fashion items  
in one convenient platform.

\* CUSTOMER'S TRUST:

- Verified and transparent products reviews.
- Realtime Tracking.
- Easy Return Policy.

Date: \_\_\_\_\_

## STEP : 03

### CREATING A DATA SCHEMA:

1. Identifying the key entities in my market place.

These entities will represent the main components of this platform.

- PRODUCTS

- Clothings
- Shoes
- Caps
- other accessories

- ORDERS

- Records of transactions b/w customers and market place
- Product details

Teacher's Signature: \_\_\_\_\_



## \* Customers:

### Details of Customer:

- User's Profile
- Contact information
- Banking details (optional)

## \* Categories:

- MEN's Wear
- Women's Wear
- Accessories

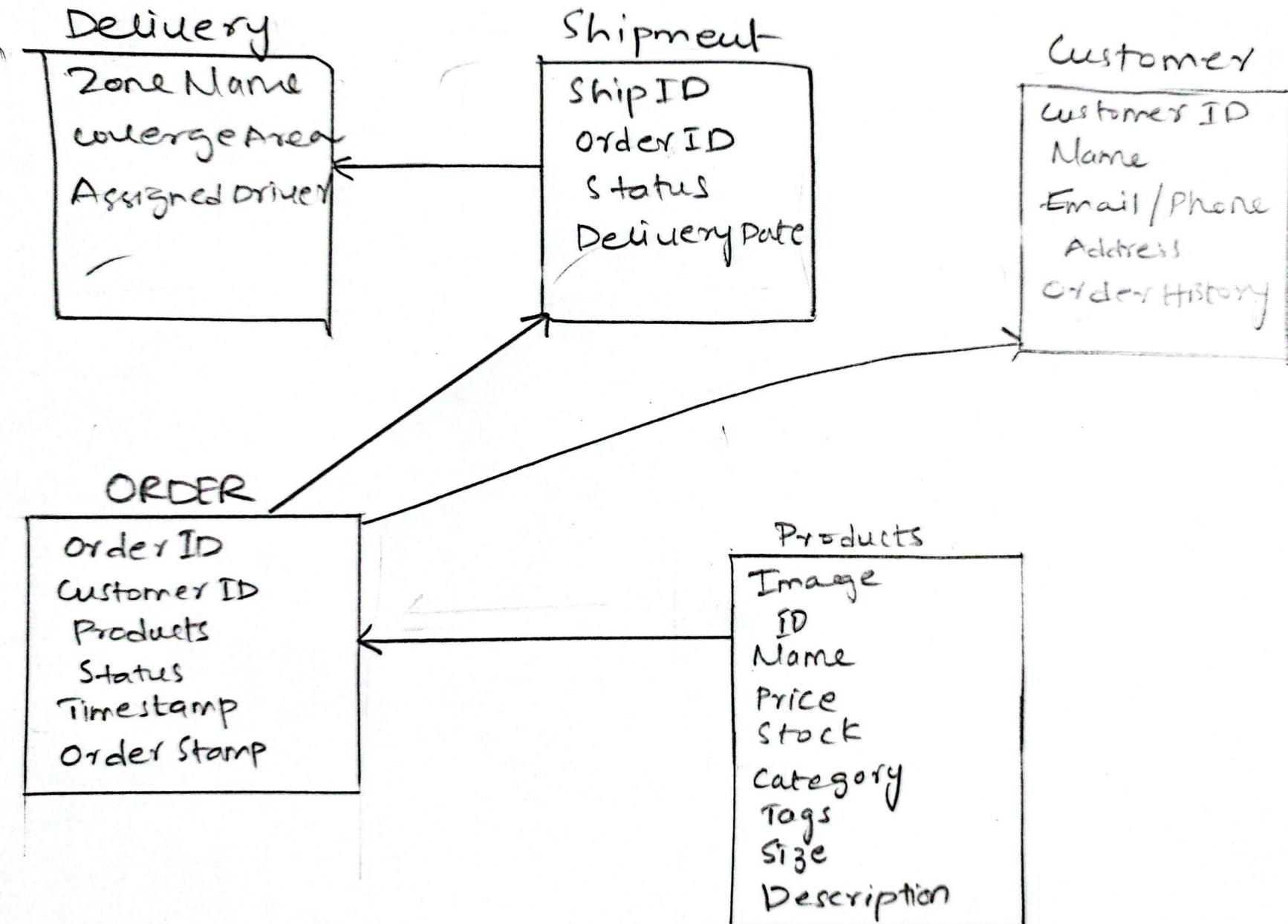
## \* Delivery Zones:

## \* Shipments/Tracking

- We'll define the zones where the products can be delivered

## \* Payment Handlings:

- Online Banking Payment Handling
- Third party apps: Easy Paisa, Jazzcash → (optional)
- (COD) Cash on Delivery



# Focus On KEY FIELDS FOR EACH ENTITY:

- **PRODUCTS:**

Image	→	
ID	→	Unique Identifier eg
Name	→	Product's Name , eg: t-shirts
Price	→	Cost per Unit
Stock	→	Quantity in numbers
Category	→	Classified , eg : men's clothings
Tags	→	Keywords (Search) eg : Summer collections
Size	→	
Description	→	

- **ORDERS**

Order ID	→ Unique Identifier
Customer ID	→ Linked to the Customer
Products	→ list of product ID quantities, prices
Status	→ Order Stage eg: Shipped, delivered
Timestamp	→ Date & Time of order placement.
Order Date	→ Placement Date



- Customers :

Customer ID	→ Unique Identifier
Name	→ Full Name
Email/Phone	→ Contact details
Address	→ Delivery Address
Order History	→ List of Past Orders/Orders

- Delivery Zones :

Zone Name	→ eg: sadder etc
Coverage Area	→ List of Postal Codes/areas
Assigned driver	→ Details of drivers or courier

- Shipment :

Ship ID.	→ Unique Identifier
Order ID	→ Linked order
Status	→ eg: Pending, Delivered
Delivery Date	→ Date of Delivery