

Date: _____

E-COMMERCE MARKETPLACE PROJECT PLAN

|| MARKETPLACE TYPE :- ||

"General E-Commerce"

|| PURPOSE :- ||

In today's fast-paced world, where space is becoming increasingly limited due to rising populations and smaller living spaces, we understand the pressing for furniture that is not only functional but also space-efficient. Our mission extends beyond just furniture. We aim to create job opportunities and offer extra income to individuals, helping to combat unemployment and empower communities.

By choosing us, you're not only enhancing your space but also supporting a cause that makes a positive social impact.

|| BUSINESS GOALS :- ||

1. Provide Space-Efficient Functional Furniture Solutions:-

Continuously expand product offerings to cover diverse customer needs, focusing on both design and functionality.

2. Expand Customer Base and Increase Brand Awareness:-

Implement digital marketing strategies (social media, SEO, influencers) to drive traffic and attract a large customer base.

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3. Create Job Opportunities and Empower Communities:-

Aim to:-

hire or partner with local artisans, craftsmen, customer service agents and logistic partners and individuals seeking part-time or full-time work, enhancing social responsibility.

4. Scale and Strengthen Logistics and Delivery Network:-

Optimize

logistics for fast, efficient shipping, including tracking systems, flexible delivery options and streamlined returns.

5. Ensure Seamless Customer Experiences

Focus on user

interface (UI) and user experience (UX) design, including features like easy search, efficient checkout and reliable customer support.

6. Foster Vendor Growth and Retention:-

Provide vendors with

valuable tools, support and training to help them grow their business within the market place.

7. Increase Revenue And Profitability:-

Monitor performance

metrics and refine business strategies to ensure profitability with balancing competitive pricing.

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// AUDIENCE: //

(I) Primary Audience:-

- Compact Living Enthusiasts.
- Young Professionals in Urban Areas.
- Individual Seeking Extra Income or Employment.

(II) Secondary Audience:-

- Co-working Spaces and startups.
- Airbnb Hosts and Short-Term Rental Owners.
- Interior Designers.
- Eco-Conscious Consumers.

// PRODUCT OFFERS:- //

- Space-Saving Furniture. e.g. Foldable and modular.
- Commercial Furniture. e.g. Restaurants, office furniture.
- Small Space furniture. e.g. sofa beds, slim coffee table.
- Eco-friendly Furniture. e.g. Recycled wood tables.
- Specialized Furniture. e.g. Adjustable standing desk.
- Job-Creation Products. e.g. Hand crafted; DIY.

"SCHEMA"

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THIS DIAGRAM SHOWS THE RELATIONSHIP BETWEEN THE CORE ENTITIES AND THEIR INTERACTION AND FLOW WITHIN SYSTEM.

|| CUSTOMER ||



- Customer ID
- Name
- Email
- Address
- Phone Number

Places.

|| ORDER ||

- Order ID
- Customer ID
- Order Date
- Total Amount
- Status

Contains

|| PRODUCT ||

- Product ID
- Name
- Description
- Price
- Quantity

|| DELIVERY ZONE ||

- Zone ID
- Zone Name
- Shipping Costs

Ships to

