

# DAY 1 : LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY.

---

## Step 1 : Choose your Marketplace Type

- 1- Choice : Q - Commerce
- 2- Purpose : To provide an efficient, quick delivery platform for food items, meeting urgent needs and enhancing customer convenience.

## Step 2 : Define your Business Goals

- 1- What problem does your marketplace aim to solve?

Customers often face delays or inconvenience in getting fresh food delivered promptly, especially during busy hours or late night. This platform solves this by ensuring food delivery within 30 minutes or less.



Date

② Who is your target audience?

- \* Busy professionals needing quick meals.
- \* Students or individuals looking for late-night food options.
- \* Families seeking fresh, ready-to-eat or pre-prepared meals without leaving home.

③ What products or services will you offer?

- \* Fresh meals: Restaurant-prepared dishes
- \* Snacks and drinks: Ready-to-eat snacks and soft drink, coffee.
- \* Groceries: Essential food items like bread, milk, and produce.

④ What will set your marketplace apart?

- \* Speed: Delivery within 30 minutes
- \* Freshness guarantee: All items sourced and delivered in optimal condition.
- \* Real-time tracking: Customers can track orders live.



## Step 3: Create a Data Schema?

### \* Entities:

#### 1. Products

ID : (unique id)

Name : (food item name)

Price : (cost per item)

Stock : (quantity available)

Category : (e.g. Fresh meals, snacks, drinks)

Preparation Time : (time needed to prepare item)

#### 2. Orders

Order ID (id)

Customer Info : (name, contact, address)

Items Ordered : (product list with quantity)

Status : (pending, preparing, delivered)

Delivery SLA : 30 minute target

#### 3. Customers

Customer ID (id)

Name : (full name)

Contact info : (phone number/email address)

Address : (Delivery location)

Order History : (record of past history)



Schema?

Date

#### 4. Delivery Zones

Zone name : (identifier or services area)

Coverage : (list of postal codes or cities)

Assigned drivers : (drivers located for the area)

#### 5. Shipment

Shipment ID : (tracking id)

Order ID : (associated order)

Status : (on the way, delivered)

Delivery time : (expected or actual)

#### \* Relationships (Diagram)

