

# E-Commerce Marketplace Proposal

## Marketplace Type: General E-Commerce

### 1. Business Purpose

The primary goal of the marketplace is to provide a convenient online platform for customers to purchase community-specific products, such as readymade community dresses, caps, and masala for gents. Customers who previously had to travel from different cities to purchase these items can now shop from the comfort of their homes.

---

### 2. Business Goals

#### Problem Statement:

Customers from various regions face difficulty traveling to a physical location to purchase community-specific products. Our marketplace will solve this issue by providing an online store where these products are available for purchase and delivered to their homes.

#### Target Audience:

- **Loyal Customers:** Individuals who have regularly purchased community dresses and products from our business.
- **Community People:** Members of the community who seek high-quality traditional attire and accessories with ease of access.

#### Products and Services Offered:

- **Readymade Community Dresses:** Available in various sizes and designs for customers who prefer traditional attire.
- **Community Caps:** A variety of caps specific to community culture.
- **Masala for Gents:** High-quality masala used by the community for various purposes, ensuring authenticity and premium taste.

#### Key Differentiators:

- **High Quality:** Our marketplace will focus on delivering the best quality products tailored to the needs of the community.
  - **Convenience:** Customers can order from home, eliminating the need to travel long distances.
  - **Customization:** Ability to personalize community dresses by size or type based on customer preferences.
  - **User-Friendly Experience:** The platform will be designed to make online shopping simple and efficient for all users.
-

### 3. Data Schema

To ensure efficient management of products, orders, and users, the following data schema will be implemented:

#### Products

Fields:

- **ID:** Unique identifier for each product.
- **Name:** Name of the product.
- **SKU:** Stock-keeping unit, a unique product identifier.
- **Size:** Available sizes for clothing items.
- **Type:** Product category (e.g., dress, cap, masala).
- **Quantity:** Number of items available in stock.
- **Available:** Boolean field indicating if the product is in stock.
- **Quality:** Descriptor for the product quality level.

#### Users

Fields:

- **Name:** Full name of the user.
- **Email:** Unique email address for each user.
- **Phone Number:** Contact number.
- **Address:** Delivery address.
- **Password:** Secure password for user login.
- **Favorites List:** An array containing products the user has marked as favorite.

#### Orders

Fields:

- **Order ID:** Unique identifier for each order.
- **Products:** An array of products included in the order.
- **Total Price:** The total cost of the order.
- **Status:** Indicates whether the order has been paid or is still pending.

#### Favorite List

Fields:

- **User ID:** Unique identifier for the user who created the list.
- **Products:** An array of products saved by the user for future purchases.

---

### 4. Relationships Between Entities

- **Products** will be linked to **Orders**, meaning multiple products can be associated with a single order.

- **Users** will have their **Orders** tracked to allow for easy reference of their purchase history.
- Each **User** will also have a **Favorite List** connected to them, allowing them to store products for future purchases.

### Entity Relationship Diagram:

```
[Product] ----> [Orders] <---- [User]
      |               |
      |-----> [Favourite List]
```

---

## 5. Conclusion

This marketplace will address the gap faced by community members and loyal customers in accessing high-quality traditional products from the convenience of their homes. By focusing on high-quality offerings, ease of use, and customer satisfaction, this platform aims to become a trusted and efficient solution for community-specific products.