Step 1: Market place type
- Gernal E-commerce

- Primary purpose:-

By choosing an e-commerce market place, I can sell wide variety of products across multiple categories such as, clothing, home decor and accessories, women accessoriese etc. but my primary goal to establish an e-commerce platform specializing in premium leather products, Offering a high-quality items to the customers such as leather (Jackets, wallets, belts and footwear accessories). I aim to provide great quality and a wide-range of products to ensure my customers are happy and satisfied

— Step 2 : Buisness Goals

Q.) What problem does your market place aim to solve?

. By offering a diverse collection, my market place will solve the need for high-quality and stylish products for fashion-concious individuals, professionals while being affordable and easy to purchase with a convenient online shopping experience.

Q) What products or Services will you offer?

— Products :-

- leather products (jackets, wallets, shoes)
- Home decor and accessories
- women accessories (Jewelry, bags etc)

— Services :-
- personalized shopping experience
- Delivery
- Bulk order and wholesale options for B2B.

Q2:-

- Target Audience:-

I decided that my buisness operates with a versatile approach, serving to both B2C (Buisness-to-Customer) and B2B (Buisness-to-buisness) makets.

- B2C platform:-

I will sell my products directly to individual customers, providing seamless shopping experience through my e-commerce website.

In B2C I will target :-

① fashion enthusiasts   ② Teens and youngs

③ familiese   ④ Working professionals

- In B2B:-

As my buisness grows, I plan to expand into the B2B market, targeting small buisnesses and other retailers by offering bulk purchasing and wholesale pricing.

Q4) What will set your market place apart?

- Premium and high-quality products.
- Affordability in bulk and whole sale pricing
- Enhanced shopping Experience.

- Step 3 : Data Schema
  Entities :-
- Products :
  - Unique ID
  - name
  - description
  - Image
  - category
  - price
  - quantity in stock

- Customer :-
  - Unique ID
  - full name
  - email
  - shipping address
  - contact info

- **Orders Entity:-**
  - unique ID
  - customer Id (who place the order)
  - total amount
  - order date
  - Status (pending, delivered, etc)

- **Delivery Zone Entity:-**
  - unique ID
  - Zone-name
  - Assigned employ for delivery

- **Shipment entity:-**
  - unique id
  - Order id (indicates which order is shipped)
  - Status
  - shipment date
  - tracking number or ID
  - estimated delivery date.

• Draw Relationships between entities

Product
ID, name
- - - -

↓

Order
ID/P.ID
Qty

→

Customer
ID, name
Address etc

↓ (from Order)

↓ (from Customer)

Shipment
ID/order ID
Status

←

Payment methode

↓

Delivery zone
name
Driver.