

Avion (The Luxury Homewares)

Marketplace Type: Niche E-Commerce Marketplace

Primary Purpose:

To offer luxury, artisan-crafted homeware and furniture to individuals who value timeless design and sustainable products. Avion focuses on high-quality, handmade goods that combine elegance, affordability, and eco-consciousness.

Goals:

What problem does your marketplace aim to solve?

Avion solves the problem of limited availability of premium, handcrafted homeware and furniture at affordable prices, while also catering to the eco-conscious consumer with sustainable packaging.

Who is your target audience?

Homeowners seeking luxury and timeless design for their interiors.

Interior designers and decorators looking for artisan-crafted goods.

Individuals with a focus on sustainability and premium quality.

What products or services will you offer?

Products:

Furniture: Tables, chairs.

Homeware: Plant pots, ceramics, crockery, tableware, and cutlery.

Unique Features:

Handmade, artisan-crafted

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goods.

New seasonal collections, e.g., "Spring 2022 Collection."

What will set your marketplace apart?

Speed: Next-day delivery for orders placed before 3 PM.

Affordability: Competitive pricing for premium quality.

Craftsmanship: Products made by skilled artisans with exceptional attention to detail.

Sustainability: Use of 100% recycled materials for packaging.

Data Schema

Entities and Key Fields:

Products:

ID: Unique product identifier.

Name: Product name (e.g., "The Dandy Chair").

Price: Cost per unit.

Stock: Available quantity.

Category: Product type (e.g., Furniture, Homeware).

Tags: Keywords for search (e.g., "New Arrival").

Orders:

Order ID: Unique order identifier.

Customer Info: Name, contact details, and address.

Product Details: List of products, quantities, and

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prices.

Status: Order status (e.g., Pending, Shipped, Delivered).

Timestamp: Order placement date and time.

Customers:

Customer ID: Unique identifier.

Name: Full name.

Contact Info: Email and phone number.

Address: Delivery address.

Order History: List of past orders.

Delivery Zones:

Zone Name: Identifier of delivery zone.

Coverage Area: List of postal codes or cities.

Assigned Drivers: Information on delivery personnel.

Shipment:

Shipment ID: Unique identifier for tracking.

Order ID: Linked order identifier.

Status: Current status (e.g., In Transit, Delivered).

Delivery Date: Expected or actual delivery date.

Flow Chart

[Login/Register]

|

[Customer Profile]

|

[Browse Products] -----> [Search or Filter]

|

[Add to Cart] -----> [Cart Overview]

|

[Place Order] -----> [Payment]

|

[Payment Status]

|

[Order Confirmation] -----> [Generate Order ID]

|

[Assign Delivery Zone] -----> [Shipment]

[Track Shipment]

[Order Fulfilled] <----- [Shipment Delivered]

Explanation

Login/Register:

A customer must create an account or log in to access the platform.
Customer details are stored in the Customer Profile entity.

Browse Products:

Customers can view products by category, filter results, or search directly for items.
Products are fetched dynamically based on stock availability.

Add to Cart:

Customers add selected items to the cart.
The cart shows an overview of items, quantities, and total costs.

Place Order:

Customers confirm their cart, provide shipping details, and proceed to payment.

Payment:

Payment options include credit/debit cards, digital wallets, or cash on

Explanation

delivery.

The Payment Status tracks whether the payment was successful, pending, or failed.

Order Confirmation:

Once payment is successful, an order ID is generated, and the order is confirmed.

The Delivery Zone is assigned based on the customer's address.

Assign Delivery Zone and Shipment:

The order is sent to the nearest warehouse or logistics hub in the assigned delivery zone.

Shipment details, including tracking information, are updated.

Track Shipment:

Customers can view the real-time status of their orders.

Notifications are sent for key updates like "Out for Delivery."

Order Fulfillment:

The shipment is marked as delivered once it reaches the customer.

The Order Fulfilled status is updated, completing the cycle.