

Day 1!
Laying the foundation for your
Marketplace Journey.

Marketplace Details.

- 1) Marketplace Name: Eco Mart
- 2) Tagline: Buy Sell, & Trade
Sustainably.

Business Goals & Objective.

- 1) Mission Statement: EcoMart aims to create a platform where buyers & sellers can connect, share & promote sustainable products & services.

- 2) Vision Statement: To become the leading online marketplace for sustainable products & services fostering a community that values environmental responsibility & social justice.

Objective.

Date: _____

- 1) Provide a user-friendly platform for buyers & sellers to connect.
- 2) Promote sustainable products & services.
- 3) Foster a community that values environmental responsibility & social justice.
- 4) Achieve a minimum of 1000 registered users within the first six months.

Target Audience & Customer Segments.

Date: _____

1) Target Audience:

Environmentally conscious consumers. Small businesses & entrepreneurs offering sustainable products & services. Individuals looking for alternative & sustainable lifestyle choices.

2) Customer Segments:

Individuals:

Environmentally & entrepreneurs offering sustainable products & services.

Data Schema

1) Products:

- Product ID (unique identifier)
- Product name.
- Product description.
- Price.
- Category (e.g., clothing, home goods etc.)

- Subcategory (e.g. women's clothing, men's clothing etc.)
- Sustainability features (e.g. organic, recycled etc.)
- Sellers:
 - Seller ID (unique identifier)
 - Seller name.
 - Seller description.
 - Contact information (email, phone number etc.)
 - Product listings.

Buyers:

- Buyer ID (unique identifier)
- Buyer name.
- Buyer email.
- Purchase history.