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"Marketplace Business Goals" (Hekto E-com)

The primary business goals of our website are to enhance user experience by simplifying the website navigation to ensure users can easily find products and information. responsive design ensure the website is fully responsive across all devices providing a seamless shopping experience.

1) Expand Product Range

Introduce new product categories and regularly update the catalog to attract a broader audience. Collaborate with additional suppliers to offer a wider variety of products.

2) Boost Customer Engagement

Loyalty Programs: Implement a rewards system to encourage repeat purchases.

Utilize data analytics to provide personalized product suggestions to users.

3) Optimize Marketing Strategies

Enhance website content to improve search engine ranking and increase organic traffic. Leverage social media platforms to promote products and engage with customers.

4) Streamline Operations

Efficient Order processing by implementing system to ensure timely order fulfillment and delivery. Adopt inventory management tools to keep track of stock levels and reduce overstock or stockouts.

By focusing on these goals Hekta E-Comm can enhance its market presence, improve customer satisfaction and drive sales growth.

Who is your targeted audience

The targetted audience for our marketplace can be Tech-Savvy Individuals these are young professionals, students and gadget enthusiasts who actively seek the latest tech gadgets and accessories

Another target of our website can be Budget-Conscious shoppers primarily they are customers looking for cost effective products and deals such as students, homemakers and small business owners.

Online shopping enthusiasts people who prefer the convenience of online shopping over traditional retail stores. A wide product variety reliable reviews and a seamless shopping experience

What products & services will you offer

In our marketplace we will offer sofas, chairs and other furniture accessories for interior decorations. Mainly it will be focusing on furniture showcasing collections such as sofas and chairs. Customers can benefit from services like free delivery, cashback offers and 24/7 support.

What sets your marketplace apart

The features which set our marketplace apart from others is

- 1) Exclusive Furniture Collections:
offer unique, high-quality and customizable furniture pieces not available elsewhere
- 2) Superior Customer Experience
Provide 24/7 support, free delivery, and hassle free returns to enhance trust and satisfaction.
- 3) Sustainability Initiatives Promote ecofriendly and sustainable furniture options for a better environment
- 4) Personalized Shopping:
Use A.I driven recommendations based on customer preference and browsing history
- 5) Fast & Reliable delivery:
Ensure quick and trackable deliveries with premium packaging

E.R Diagram (Data Schema)

