

1: Choose Marketplace:-

My marketplace is a rental car website featuring a dedicated Green Rentals. This highlights electric and hybrid cars as eco friendly option.

2: Define Business Goals:-

-- Short term Goals:-

- Launch a fully functional website with a Green Rental section.
- Provide incentives like discounts for choosing eco-friendly cars.

-- Medium Term Goals:-

- Introduce a carbon footprint tracker to show users their environmental impact savings.
- Build partnerships with charging station providers to ensure seamless usability.

-- Long-Term Goals:-

- Become the leading eco-friendly car rental service in my region.
- Expand to multi-city operations, offering Green Rentals.
- Promote subscription plans for regular eco-conscious users.

3: Target Audience:-

- 1: Tourists Visiting Karachi or other cities in Pakistan who want an affordable, environment-friendly way to travel.
- 2: City residents, especially Karachi, who value sustainability and prefer renting cars for daily commutes or trips instead of owning them due to high fuel and maintenance costs.
- 3: Local families planning eco-conscious weekend, outing or trips to nearby destinations like (Hawksbay, Clifton etc) with green rental transportation options.

4: General E-Commerce Marketplace Features:-

- 1: A dedicated section to easily browse electric and hybrid options.
- 2: Lower costs for eco-friendly cars to promote sustainability.
- 3: Integration with maps to show nearby charging stations.
- 4: Real-time tracking of CO₂ emissions saved with every rental.

5: What Problem Does Your Market Aim to Solve:-

- Provide eco-friendly transportation option to reduce dependency on fossil fuels.
- Solve the accessibility gap by making electric and hybrid cars available for short-term rentals.
- Make it easier for low-income or middle-class families to access eco friendly travel option without the burden of high vehicles costs.
- Using of eco-friendly transportation make my city free from air pollution.

6: Create A Data Schema:-

{Product}

- ID
- Name
- Price
- Stock

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{Order}

- Order ID
- Product ID
- Quantity

{Shipment}

- shipment ID
- Order ID - status

→ Customers

- Customers ID
- Name
- Contact

{Delivery Zone}

- Zone Name
- Coverage Area
- Assigned Driver