

DATE 15-01-25  
PERSONS  
PLACE

# HACKATHON = 03

## TASK # 01

### Step # 01 Choose Your Marketplace Type:

It primarily functions as a general e-commerce platform to sell various types of furniture. However it also offers certain products, such as chairs and tables, available for temporary rental, catering to customers who need furniture for parties, events, or short-term use.

### Step # 02 Define Your Business Goals:

\* What problem does your marketplace aim to solve?  
Our marketplace aims to solve several key problems that customers face when

shopping for furniture. These include:

- Providing a <sup>seamless</sup> shopping experience with a focus on high-quality products at affordable prices.
- Offering excellent customer service, ensuring all customer needs are met efficiently.
- Addressing inventory shrinkage by providing proper training staff and maintaining smart inventory management practices.
- Increasing website traffic through a freemium model, intuitive SEO, and strategic upselling techniques.

## - Reducing cart abandonment

by identifying the causes behind it and implementing solutions to enhance the checkout process and customer experience.

By tackling these issues, we aim to offer a more satisfying, convenient, and reliable marketplace for our customers.

- \* Who is your target audience?
  - Office Procurement Teams,
  - Individuals or families seeking to purchase furnitures, ranging from basic to luxury pieces.
  - Professionals who require access to wide variety of furniture for their projects and clients.

- Event Planners & Party Organizers
- Entrepreneurs looking for affordable options for their offices or retail spaces.
- Customers who need furniture for short-term use.

\* What Products or Services will you provide?

- Stools
- Chairs (office chairs, lounge chairs, dining chairs)
- Tables (dining tables, coffee tables, side tables)
- Desk chairs (ergonomic and stylish chairs)
- Benches
- Sofas (various sizes and styles)
- Beds (Single, Double, King and Queen sizes)
- Shelves (wall-mounted and free standing)
- Cabinets (storage and display cabinets)

On addition to these products, we will offer exceptional offers and services including:

- Rental Furniture (for short-term use in events)
- Personalized recommendations (based on customer preferences)
- Delivery Services.
- Assembly and setup assistance

\* What will set your marketplace apart?

What will set our marketplace apart is our commitment to providing an exceptional customer experience through the following key factors.

- Fast and Reliable Delivery
- Outstanding Customer Support
- Customization Options

- Affordability & Convenience  
By focusing on these core aspects, we aim to create a marketplace that stands out for its customer-centric approach and dedication to providing value, quality and convenience.

## Create a Data Schema

Identify the entities in your marketplace.

### Product:

product\_id

name

description

category

price

rental price (if applicable)

size

image

quantity

available for rent (boolean value)

created\_at

updated\_at

## Customer:

customer-id

email

phone#

address

order history

created-at

updated-at

## Order:

order-id

customer-id

total price

product-id

order\_date

status

payment status

delivery status

delivery address

rental duration

created-at

updated-at

## Inventory:

inventory-id

product-id

stock-quantity

restock-date

created-at

updated-at

# Rental Agreement

agreement\_id  
customer\_id  
product\_id  
start\_date  
end\_date  
rental\_cost  
delivery\_status  
created\_at  
updated\_at

# Payment:

payment\_id  
order\_id  
payment\_status  
payment\_date  
amount\_paid