

Q: Choose your marketplace type & describe its primary purpose?

A: We have chosen General E-Commerce as our marketplace type. Our platform will focus on online gift delivery services, primarily enabling users to send gifts like flowers, cakes & personalized items to their loved ones. The platform aims to bridge the gap created by geographical distance, offering convenience through features such as same-day delivery. This will make it the perfect solution for users looking to celebrate special occasions, fostering emotional connections even from afar.

Q: What problem does your marketplace aim to solve?

A: Our market addresses the challenge of distance, enabling user to easily send thoughtful gifts to loved ones for any occasion, no matter where they are.

Q: Who is your target audience?

A: Our target audience is individuals of all ages who want to celebrate special occasions like birthday, anniversaries with loved ones, even when geographically distant, making it easy to send thoughtful gifts & surprises.

Q: What products or services will you offer?

A: • **Products:** We offer a variety of gifts, including flowers, cakes, personalized gifts, and greeting cards for all occasions.

• **Services:** We provide same-day delivery, custom gift packaging, personalized messages, and order tracking.

Q: What will make your marketplace apart?

A: **Unique Selling Points:**

• **Personalized Experience:** We offer personalized messages and custom gift packaging to make each gift unique and special for the recipient.

• **Fast Delivery:** Our marketplace will stand out with fast delivery options, particularly same-day delivery for urgent orders, ensuring timely & thoughtful gifting.

Create a data schema:

Data Schema:

1) Products:

- Product ID
- Name
- Price

- Description
- Image
- Category

2) Orders:

- Order ID
- Product ID

- Quantity
- Total Price

3) Customers:

- Customer ID
- Name

- Contact Info
- Shipping address

4) Delivery Zones:

- Zone Name
- Area Coverage

- Assigned rider
- Estimated delivery

Relationship Diagram

