Marketplace Business Goals - [FOODTUNK]

1. **Problem Your Marketplace Aims to Solve:**

Our marketplace aims to solve the challenges associated with [specific problem, e.g., lack of affordable, high-quality food delivery options in suburban areas]. The platform will connect [target audience, e.g., local chefs] with [customers, e.g., individuals seeking affordable, home-cooked meals] to ensure accessibility, reliability, and cost-effectiveness.

2. **Target Audience and Unique Value Proposition:**

Target Audience:

o **Primary:** [e.g., Busy professionals, students, and families seeking affordable meal options].

o **Secondary:** [e.g., Chefs and food enthusiasts looking for a platform to showcase their culinary skills and earn income].

o **Unique Value Proposition:**

o Affordable and home-cooked meals with a focus on health and quality.

o Easy-to-use platform enabling local chefs to reach more customers.

o Faster delivery times with options for meal customization.

3. **Market Research Insights and Competitor Analysis:**

• **Market Research Insights:**

o Growing demand for healthy, home-cooked meals in [KARACHI, PAKISTAN].

o A significant percentage of customers prefer meals delivered in under 30 minutes.

o Rising interest in supporting local businesses and chefs.

• **Competitor Analysis:**

o **Competitor 1:** [e.g., Well-established food delivery service; focuses on restaurant food, higher cost].

o **Competitor 2:** [e.g., Local meal prep service; lacks variety and customization].

o Our marketplace stands out by bridging these gaps with affordable, customizable, and high-quality meal options.

4. **Products or Services I Plan to Offer:**

• **Products:**

o A variety of home-cooked meals curated by local chefs.

o Customizable meal plans based on dietary preferences (e.g., vegan, keto).

- **Services:**

o Quick and reliable meal delivery within [specific time frame].

o Chef profiles with ratings, reviews, and specialties for customer transparency.

5. **Paper Sketches:**

- **Entities Identified:**

o **Products:** Represent meals offered by chefs.

o **Orders:** Captures customer purchases, including meal choices and delivery preferences.

o **Customers:** Users place orders on the platform.

o **Chefs:** Providers preparing meals.

- **Relationships:**

o Products are prepared by Chefs.

o Customers place Orders for Products.

o Orders link Customers to Products and Delivery