

# DAY 1 :- LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY.

## STEP 1 : CHOOSE YOUR MARKETPLACE TYPE

Marketplace Type:

- General E-Commerce Marketplace (focusing specifically on sofas).

Primary Purpose:

- The primary purpose of this marketplace is to provide customers with a variety of sofas to choose from, whether they are looking for different styles, materials, sizes or functionalities. It will act as a hub for different sofa vendors, offering a wide selection of products for home & office furniture.

## STEP 2: DEFINE YOUR BUSINESS GOALS

1. What problem does your marketplace aim to solve?

- Problem: Customers often struggle to find a variety of quality sofas in one place, either due to limited selection, high prices or lack of convenience in shopping.

- Solution: Our e-commerce platform will solve this problem by offering a wide range of sofas from various brands, allowing customers to easily compare prices styles & features. We will ensure competitive pricing, fast delivery and quality customer service, making sofa shopping a hassle-free experience.



2. Who is your target audience?

- Target Audience:

- Homeowners, interior decorators and office managers looking to purchase quality sofas.

- Age range: 25-45 years old, individuals and families who are redesigning their living spaces or setting up new homes/offices.

- Customers looking for a range of options in terms of design, material & price.

3. What products or services will you offer?

- Products: Various types of sofas such as:

- Living Room sofas: Sectionals, three-seater, two seater, reclining sofas.

- Office Sofas : Sofas designed for workspaces and conference rooms.

- Fabric and Leather Sofas : Different materials like leather, fabric and synthetic materials.

- Customizable Sofas : Sofas with customizable options like color, fabric and size.

1. What will set your marketplace apart?

- Speed : We offer fast delivery (e.g, sofas delivered within 7-10 days).

- Affordability : Competitive pricing, along with discounts, sales and affordable payment plans.

- Customization : Customers can choose from a variety of designs, fabrics and sizes and we'll offer an online sofa customization tool to see how their choices look before purchasing.



### STEP 3 : Create a Data Schema

#### Entities:

- Sofas (Products): Different types of sofas available for purchase.
- Orders: Records of purchases made by customers.
- Customers: Individuals purchasing sofas.
- Vendors/Sellers: Sofa suppliers and manufacturers.
- Payments: Transactions made by customers for their orders.
- Shipments: Logistics & delivery status of sofas.
- Reviews: Customer feedback and ratings for sofas.

## Example Data Schema:

### 1. Sofas (Products):

- Product ID (unique identifier)
- Name (e.g., "Luxury Leather Sectional")
- Price
- Material (e.g., Leather, Fabric, Velvet)
- Size (Dimensions)
- Color options
- Availability (In-stock, Pre-order)
- Vendor ID (reference to the vendor)
- Product image URLs.
- Description

### Orders:

- Order ID (unique identifier)
- Customer ID (who placed the order)
- Sofa IDs (list of sofas in the order)
- Quantity
- Total Price
- Order Status (Pending, Shipped, Delivered)
- Order Date:



### 3. Customers:

- Customer ID (unique identifier)
- Name
- Address (Delivery Address)
- Email
- Phone Number
- Order History.

### 4. Vendors / Sellers:

- Vendor ID (unique identifier)
- Name (e.g., "SofaCo")
- Contact Info
- Product Listings (linked to product IDs)

### 5. Payments:

- Payment ID (unique identifier)
- Customer ID (who made the payment)
- Payment Method (Credit Card, Paypal etc)
- Amount
- Payment Status (Successful, Failed)
- Date / Time of Payment.

## 6. Shipments :

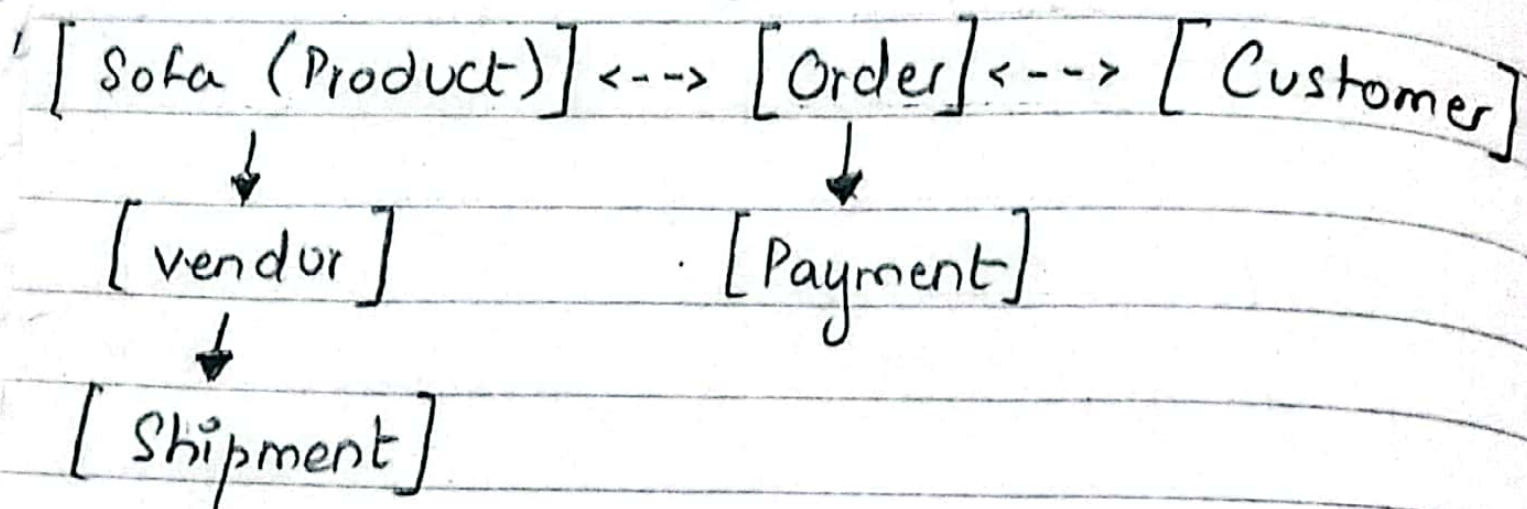
- Shipment ID (unique identifier)
- Order ID (linked to the order)
- Shipping Address
- Shipping Status (Pending, Shipped, Delivered)
- Estimated Delivery Date

## 7. Reviews :

- Review ID (unique identifier)
- Customer ID
- Product ID (sofa)
- Rating (1-5 stars)
- Comment



# Diagram



This diagram illustrates that each sofa belongs to a vendor/seller, and orders are placed by customers. Payments are linked to orders and shipments track the delivery process.