

DAY 1: Marketplace Business Goals - General E-Commerce

This is me, Tehreem Asghar. I am a Student Leader at Governor House, and I am a frontend developer who loves building websites that are easy to use and look great. I work with technologies like React, Next.js, and TypeScript to create smooth and efficient web experiences. My goal is to solve problems with simple and effective solutions.

In this project, I am tasked with designing a marketplace that effectively addresses a specific problem in the e-commerce industry. The goal is to create a platform that connects customers with products or services in a seamless and user-friendly manner. By understanding the different types of marketplaces, I will define the business objectives and structure the necessary data to ensure the marketplace functions efficiently.

This task will involve selecting the type of marketplace I wish to create, setting clear business goals, and developing a data schema to represent the core components of the marketplace. By focusing on key entities such as products, orders, and customers, and establishing their relationships, I will create a blueprint that guides the development of the platform.

Step 1: Choose Your Marketplace Type

- E-Commerce

E-commerce is a digital marketplace where people buy and sell products and services online. It is a modern alternative to traditional shopping, offering convenience and global reach. Businesses set up their online stores, and customers can shop from the comfort of their homes

- General E-Commerce

In this marketplace, where all kinds of products and services are

Blogs Section

We have a dedicated **blog section for furniture and home decor**, where customers can find **styling tips, the latest trends, and the best furniture choices**. This helps them upgrade their homes easily and make informed decisions when selecting furniture.

What products or services will you offer?

Our **general e-commerce marketplace** will offer a wide range of **furniture** and **daily-use products**, making it a one-stop shop for customers looking to decorate and furnish their homes, as well as find tech gadgets and accessories. The product categories will include:

- **Furniture:** Sofas, chairs, beds, dining tables, coffee tables, home office furniture, and more.
- **Electronics:** Bluetooth earbuds, smartwatches, cameras, headphones, and other tech accessories.
- **Lifestyle Products:** Purses, backpacks, wallets, watches, and other accessories.
- **Blogs:** Content on home styling, furniture care, and decorating tips to help customers make informed choices about their home and lifestyle.

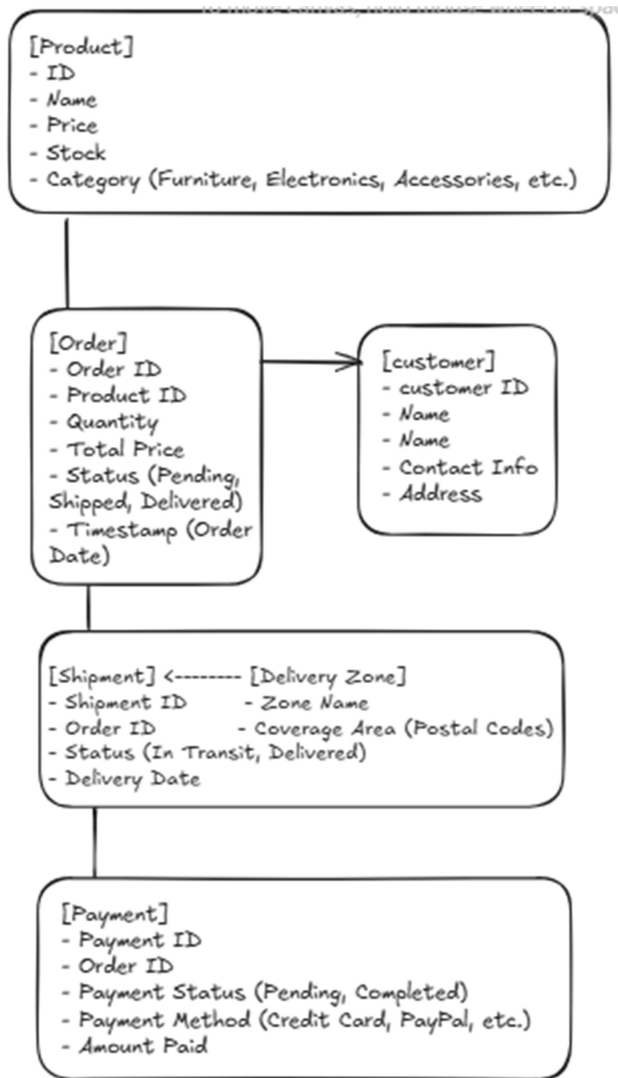
What will set your marketplace apart?

Our marketplace will stand out with the following features:

- **Product Variety:** Offering a **wide selection of furniture** combined with daily-use tech gadgets, fashion accessories, and home decor. Customers will be able to find everything they need in one place.
- **Affordability:** We will focus on offering **competitive prices**, ensuring that customers can find high-quality products within their budget.
- **Quality Assurance:** Each product will go through a **strict quality check** to ensure that customers receive only the best items for their homes and lifestyles.
- **Style & Customization:** Our furniture section will allow customers to explore **unique and stylish pieces** that suit their home aesthetic. We will offer customization options on certain products to cater to specific customer preferences.
- **Content & Guidance:** The **blog section** will provide styling advice, maintenance tips, and the latest home decor trends, helping customers make better purchase decisions.

Speed

We will offer **quick delivery** for many products, especially smaller items like tech gadgets, accessories, and home decor, with an option for **fast shipping** for larger items like furniture within a **2-3 day window**. This ensures convenience for customers who need their products quickly but want the reliability of high-quality items.



Explanation:

- **Products** are linked to **Orders**; each order has a set of products.
- **Orders** are associated with **Customers**, containing their details.
- **Shipments** and **Delivery Zones** track the logistics of getting products to customers.
- **Payments** track the transaction process for each order.

2. Key Fields for Each Entity:

- **Products:**
 - **ID:** Unique identifier for each product.
 - **Name:** Product name (e.g., "Leather Sofa").
 - **Price:** Price per unit.
 - **Stock:** Quantity available.