Main entity of the data model is Product.

Product has two required properties:

1. Category – product can belong to only one category
2. Shop – product can belong to only one shop

Moreover, several additional non-required properties:

1. Brand = product can belong to only one brand
2. Tag(s) - product can belong to multiple tags
3. Badge(s) – product can have multiple badges

In addition, product has attributes:

1. Title
2. Description
3. Promotion link - that position it on our website
4. “Buy” link – that leads to external source
5. Set of images with one selected front image

Second key entity of data model is Shop.

Shop has one required property – Marketplace. Marketplace is external source form there link to product was added. There are two types of marketplaces:

1. Standalone shops (like, for example, ASOS). In the data model, it means that marketplace has only one shop with same name.
2. Marketplaces that can have multiple sub-shops (like Aliexpress).

In addition, shop has one non-required property – Shop Group (for example, Wear Shops). Shop can belong to multiple Shop Groups.

Marketplace has two system properties:

1. Search Tag – couple of symbols indicates that link belongs to specific marketplace
2. Path to parser – system path to JavaScript file that describes how to parse link

Example:

1. You paste link “http://www.amazon.com/iphone10”
2. System cuts link to “www.amazon.com”
3. System applies all known search tags and found that link hit to search tag “amazon”
4. System applies parser from the path “../parsers/amazon”
5. System downloads images from this link (parser tell where they are)
6. System touches product title from link and makes promo link with it – “iphone10\_123456” (123456 is set of random numbers added to prevent name overlap)

* *Procedure of downloading images and creating promo link is universal and any parser contains only such several strings. Further you can and unlimited number of different marketplaces by writing new parsers*

Next, you select what image will be front image of the product, selects product category, write title and description in Hebrew and so on. If marketplace there link from can have multiple shops, you must add it to some shop in the marketplace. If marketplace is standalone, product will be automatically placed to only one shop, which is also named as this marketplace.