

Marketplace Business Goals – Elite Market

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1. Introduction

Website Name: Elite Market

Type of Marketplace: General E-Commerce.

Purpose:

To provide a diverse range of high-quality products including men's and women's clothing, home furniture (sofas, chairs), kitchenware (cups), and household essentials.

To create a seamless and customer-focused online shopping experience.

2. Business Goals

A. Competing with Leading Websites:

Current Market Leaders: Daraz, Amazon, AliExpress.

Competitive Edge:

1. Localized Approach: Tailored for Pakistani customers with culturally relevant product categories.

2. Affordable Pricing: Competitive pricing to cater to budget-conscious buyers.

3. Quick Support: Responsive customer service in local languages.

B. Target Audience:

Primary Customers:

Urban and suburban Pakistani shoppers, aged 18–50, looking for convenience and variety.

Busy professionals and homemakers who prefer online shopping for household items.

Demographics:

Income levels: Middle to upper-middle class.

Locations: Major cities like Karachi, Lahore, Islamabad, and smaller cities reachable via courier.

C. Service and Product Offering:

Products:

Clothing: Trendy and affordable fashion for men and women.

Furniture: Compact and stylish home furniture like sofas and chairs.

Household Essentials: Everyday items like cups, kitchenware, and home décor.

D. Why Choose Us?

Unique Selling Points (USPs):

Variety and Affordability: A wide range of affordable products across categories.

Fast Delivery: Delivery in 2–4 days within Pakistan, even to remote locations.

Localization: Focused on the preferences and needs of Pakistani customers.

Trustworthy Platform: Secure payment options, easy returns, and reliable service.

3. Data Schema Design

A. Defined Entities:

1. Products:

Product ID, Name, Category (e.g., clothing, furniture, household), Price, Stock, Description, Images, Tags (e.g., "New Arrival").

2. Orders:

Order ID, Product List, Quantity, Customer ID, Status (Pending, Shipped, Delivered), Date of Order.

3. Customers:

Customer ID, Name, Email, Phone Number, Address, Order History.

4. Shipment:

Shipment ID, Order ID, Delivery Address, Status (In Transit, Delivered), Delivery Date.

5. Delivery Zones:

Zone ID, City/Region, Coverage Area.

B. Order Base:

Type: Prepaid (via online payment) or Cash on Delivery (COD).

B. Delivery Model:

Geographic Scope: Operates exclusively within Pakistan, targeting major cities and expanding to smaller towns.

Logistics: Partner with local courier services like TCS, Leopard Courier, or Pakistan Post.

5. Data Schema Diagram

