

## Step 1 - Marketplace type

→ I have chosen General E-Commerce Marketplace for this task.

- Primary Purpose:- The purpose of my marketplace (Nike website) is to offer a wide variety of products such as shoes, apparel and accessories for both men and women. The goal is to provide consumers with high-quality athletic and casual wear, catering to their sports and fitness needs.

## Step 2: Business Goals

① What problem does my marketplace aim to solve?

- Nike marketplace aims to solve the problem of providing easy access to high-quality athletic footwear, apparel and accessories. Many consumers seek performance-oriented products for sports or casual use.

Nike provides a solution by offering a wide range of shoes and active wear for various activities, ensuring comfort



durability and style.

② Who is my target audience?

- The target audience for Nike includes men, women and kids who are interested in sports, fitness and fashion. This could include athletes, fitness enthusiasts, sports players and anyone looking for stylish and comfortable daily wear.

③ What Products or Services will I offer?

- Footwear:- A wide range of running shoes, training shoes, casual sneakers and lifestyle footwear for men, women and kids.
- Apparel:- Performance wear, including t-shirts, shorts, joggers, hoodies, jackets, leggings and sports bras for both men and women.



- Accessories:- Bags, socks, hats, gloves, water bottles, and Other Sports-related accessories.

- Sale Section:- Special discounts, deals and Clearance products.

④ What will Set my marketplace apart?

- Speed:- Nike offers fast delivery services.

- Affordability:- Nike provides a variety of payment methods along with Special discounts and Sales.

- Customization:- Although not directly mentioned. Nike's diverse product range allows Customers to Choose items based on their style and needs, giving them a personalized Shopping experience.



## Step 3:- Data Schema

### ① Entities in my Marketplace:-

- Products:- Shoes, apparel, accessories and fitness gear available for purchase.
- Orders:- The details of purchases made by Customers.
- Customers:- Information related to the individuals purchasing from the website.
- Delivery Zones:- Areas where Nike offers delivery services.
- Payments:- Payment methods used for transaction on the website.
- Shipments:- Tracking details for product deliveries.

## ② Relationship Between Entities:-

- Product → Order:- A customer places an order for a product.
- Order → Customer:- Orders are linked to customers who make purchases.
- Shipment → Delivery Zone:- Shipments are delivered to specific zones or areas.
- Order → Payment:- Each order has an associated payment record.



### ③ Key Fields For Each Entity:-

- Products :- ID, Name, Price, Stock, Category (e.g.:- Footwear, Apparel), Tags (e.g.:- "New Arrival")
- Orders :- Order ID, Customer Info (Name, Contact Details, Address), Product Details (Product Name, Quantity), Status (e.g.:- Pending, Shipped).
- Customers :- Customer ID, Name, Contact Info (Phone, Email), Address, Order History.
- Delivery Zones :- Zone Name, Coverage Area (Postal Codes, Cities), Assigned Drivers.
- Shipments :- Shipment ID, Order ID, Status (In Transit, Delivered), Delivery Date.