

My Marketplace Type Q-Commerce

Website Name : MArtNow

Define Your Business Goals.

This is a golden opportunity for me to create and launch my own Q-commerce website focused on selling locally produced products through an intuitive web application. This initiative will mark the first step toward integrating digital marketing strategies into the local market, driving sales, and building a strong online presence. I am truly excited and motivated to establish my own Q-commerce business, utilizing the Q2 Hackathon platform as the foundation to bring this vision to life. Through this project, I aim to leverage the potential of fast, efficient, and local delivery systems to connect consumers with quality products in a seamless digital experience.

Answer these guiding questions:

It aims to provide quick access to essential items like groceries, household goods, or Bakery Items , especially for people with urgent needs or when traditional shopping isn't convenient.

• Who is your target audience?

- Busy professionals
- Urban families
- Students living in hostels or apartments
- Elderly individuals needing quick access to essentials

• What products or services will you offer?

I will offer a Q-Commerce marketplace featuring products like groceries, medicine, snacks, and other urgent items. Regular Q-commerce products for daily essentials typically include:

- Groceries (fruits, vegetables, meat, tea, coffee, ghee, sugar, flour, rice, etc.)
- Dairy products (milk, cheese, butter)
- Bakery items (bread, pastries)
- Snacks and beverages
- Household cleaning supplies (detergents, wipes)
- Personal care items (toothpaste, soap, shampoo)
- Over-the-counter medications
- Baby products (diapers, wipes)
- Pet supplies (food, toys)

What will set your marketplace apart (e.g., speed, affordability, customization)?

What will set my marketplace apart is:

- **Speed:** Fast, reliable delivery within 30 minutes to ensure customers get their essentials when they need them.
- **Affordability:** Competitive pricing on all products to make everyday essentials accessible to a wide range of customers.
- **Convenience:** Easy-to-use platform with a seamless shopping experience and a wide variety of local products.
- **Customer Focus:** Personalized recommendations based on customer preferences and purchase history.
- **Quality:** A focus on fresh, high-quality products to ensure customer satisfaction with every order.

Identify the Entities in Your Marketplace:

Here are more examples for each category of entities in your marketplace:

1. Products

- **Groceries:** Fruits, vegetables, packaged goods, snacks.
- **Household Goods:** Cleaning supplies, kitchen essentials.
- **Personal Care:** Shampoo, toothpaste, soap, hygiene products.
- **Medicines:** Over-the-counter and essential pharmaceutical products.
- **Pet Supplies:** Food, toys, grooming products.

2. Orders

- **Order Details:** Items ordered, quantities, delivery preferences.
- **Order Status:** Pending, processed, shipped, delivered, or canceled.
- **Order History:** Records of previous orders made by a customer.
- **Order Tracking:** A system for tracking the progress of the order from placement to delivery.

3. Customers

- **Individual Customers:** Everyday consumers purchasing daily essentials.
- **Business Customers:** Small businesses ordering supplies in bulk.
- **Customer Profiles:** Personal information, preferences, and purchase history.
- **Loyalty Programs:** Customers enrolled in programs for discounts or rewards.

4. Delivery Zones

- **Urban Areas:** Cities and towns where quick deliveries are made.
- **Local Neighborhoods:** Specific areas within a city or town.
- **Rural Areas:** Delivery to less densely populated areas, possibly with longer times.
- **Regional Delivery:** Multiple cities or regions served under one delivery system.

5. Shipment

- **Shipping Methods:** Standard, express, or same-day delivery options.
- **Shipping Partners:** Third-party couriers or in-house logistics.
- **Package Tracking:** Real-time updates and tracking information for customers.
- **Return Logistics:** Processes for managing returns or exchanges.

6. Payments

- **Payment Methods:** Credit/debit cards, digital wallets, bank transfers, cash on delivery.
- **Payment Gateway:** Third-party systems that process transactions securely.
- **Invoices:** Documents generated after successful transactions detailing the products and amounts.
- **Refunds:** Processes for returning money to customers in case of order issues.
- **Payment Status:** Payment pending, completed, failed, or refunded.

7. Vendors/Suppliers

- **Product Listings:** Items offered by each vendor, including descriptions and prices.
- **Stock Management:** The quantity of products available and updates on availability.
- **Vendor Profiles:** Information about the vendors, their contact details, and their offerings.
- **Vendor Ratings:** Customer feedback and ratings for vendors based on service and product quality.

8. Customer Support

- **Support Tickets:** Records of customer issues, complaints, or inquiries.
- **Live Chat:** Real-time support communication with customers.
- **Help Center:** FAQs and guides for self-service support.
- **Customer Feedback:** Reviews or surveys about the customer's experience.

9. Inventory Management System

- **Stock Levels:** Real-time tracking of product availability.
- **Inventory Replenishment:** Alerts when stock levels are low or need restocking.
- **Product Categorization:** Organizing products by type (groceries, cleaning, etc.).
- **Warehouse Locations:** Managing multiple storage facilities or warehouses.

10. Marketing Team

- **Campaigns:** Promotional activities, discounts, and ads aimed at attracting customers.

- **Email Newsletters:** Regular updates and offers sent to customer lists.
- **Social Media Accounts:** Platforms for engaging with customers and promoting products.
- **Customer Segmentation:** Grouping customers based on behavior, location, or preferences to target ads and promotions.

Here is a visual representation of the relationships between entities in a Q-Commerce marketplace. The diagram shows how each entity interacts with others:

- **Products** are part of **Orders**.
- **Orders** are placed by **Customers**.
- **Orders** are delivered within **Delivery Zones**.
- **Delivery Zones** are operated by **Riders**.
- **Riders** fulfill **Orders**.

Below is a textual representation of the schema:

```

css
Copy code
[Products] -----> [Orders] -----> [Customers] ----->
[Delivery Zones]
    ID                      Order ID                      Customer ID
Zone ID                    Product ID(s)                  Name
    Name                    Quantity                      Email
Zone Name                  Total Price                    Contact Info
    Price                    Delivery Time                  Address
Coverage Area              Status
    Stock                    |
Assigned Drivers            [Riders]
    Category                  Rider ID
Avg Delivery Time           Name
    Expiry Date              Contact Info
                                Vehicle Type

```

Step 3: Create a Data Schema

Entities in the Marketplace

1. **Products**

- ID
- Name
- Price
- Stock
- Category
- Tags: Keywords for search (e.g., "New Arrival").

2. **Customers**

- Customer ID
- Name
- Email
- Contact Info
- Address
- Order History: Past orders placed by the customer.

3. **Orders**

- Order ID
- Customer info
- Product ID(s)
- Quantity
- Total Price
- Order Status

4. **Delivery Zones**

- Zone ID
- Zone Name
- Coverage Area
- Assigned Drivers
- Shipment: ♣ Shipment ID: Unique identifier for tracking. ♣ Order ID: Linked order. ♣ Status: Current status (e.g., In Transit, Delivered). ♣ Delivery Date: Expected or actual delivery date.

Relationships Between Entities

Here's a simplified explanation of the relationships:

- Each **Product** can belong to multiple **Orders**.
- Each **Order** is linked to a specific **Customer**.
- Each **Customer** is associated with a **Delivery Zone**.

Q - COMMERCE

NAME: MARTNOW.

BUSINESS GOAL: Launch Q-commerce website focused on selling locally produced products through an intuitive web application. 1st step toward integrating digital marketing strategies into the local market, driving sales and build a strong online presence. Aim to leverage the potential of fast, efficient and local delivery system to connect consumers with quality products in a seamless digital experience.

QUESTION NO 1 : WHAT PROBLEM DOES YOUR MARKET PLACE AIM TO SOLVE?
 Delivering fast and convenient service through an easy to use Q-commerce platform. It support both consumers and local vendors by offering streamlined digital solution and a hassle-free shopping experience.

QUESTION NO 2 : WHO IS YOUR TARGET AUDIENCE?

The target audience for MartNow includes busy professionals, urban families, students living in hostels or apartments elderly individuals who need quick access to essentials and also housewives who find it difficult to visit the market.

QUESTION No 3 : WHAT PRODUCTS OR SERVICES WILL YOU OFFER?

A wide range of products includes fresh vegetables, fruits, groceries, household essentials, personal care, snacks, beverage, bakery items, baby products etc. Aim to providing consumers with a variety of high-quality, local source goods. Also offer fast, on demand delivery service to ensure seamless shopping experience for all customers.

QUESTION No 4 : WHAT WILL SET YOUR MARKET PLACE APART

(e.g., Speed, affordability, customization)?

MartNow will differentiate itself from competitors by focusing on key factors that enhance the customer experience.

SPEED: Rapid delivery time. ensure to arriving products within given time.

AFFORDABILITY: By sourcing directly from local vendors, we will offer competitive pricing and better value of money.

CUSTOMIZATION: We provide personalized recommendations, allowing customers to easily discover products tailored to their preferences.

QUALITY: Focus on fresh, high quality products to ensure customer satisfaction with every order.

CONVENIENCE: Easy to use platform with a seamless shopping experience and a wide variety of local products.

CREATE A DATA SCHEMA.

01 IDENTIFY THE ENTITIES IN YOUR MARKET PLACE?

i) PRODUCTS: Items available for sale on platform.
Grocery, Household, Personal care, Fresh fruit & veggie.

ii) CUSTOMER: Individual customer, Business customer

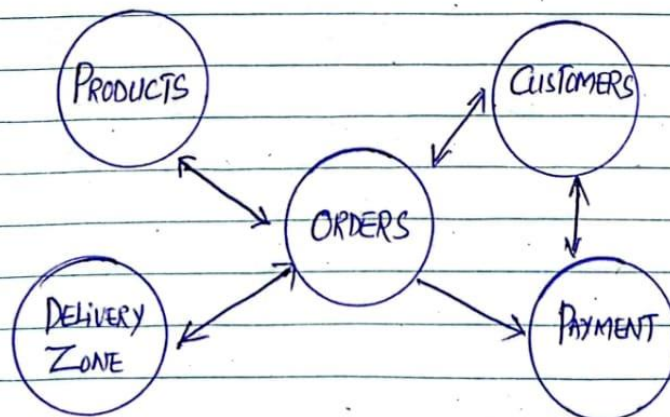
iii) ORDERS: Order details, order status, order history, order tracking.

iv) DELIVERY ZONE: Local within the city, Urban areas, local neighbourhood, Rural area.

v) SHIPMENT: Shipment method, Shipping Partner, Shipment Tracking, Return logistics.

vi) PAYMENTS: Payment method, Payment gateway, Invoice, Refund, Payment status

DRAW RELATIONSHIPS BETWEEN ENTITIES:



- (1) PRODUCTS are part of ORDERS.
- (2) ORDERS are placed by CUSTOMER.
- (3) ORDERS are delivered within specific DELIVERY ZONE.
- (4) SHIPMENT take place within DELIVERY ZONE.
- (5) ORDERS are associated with PAYMENT.
- (6) CUSTOMER MAKE PAYMENTS.

FOCUS ON KEY FIELDS FOR EACH ENTITY:

(1) PRODUCT

- (i) ID : Unique ID of each product
- (ii) NAME : NAME OF The product
- (iii) Price : Cost per Unit
- (iv) Stock : Available quantity
- (v) CATEGORY : Label or Classification of the Product
- (vi) TAG : Keyword for Search.

(2) ORDERS

- (i) ORDER ID : Unique ID for each order
- (ii) CUSTOMER INFO : Name, Contact details & address
- (iii) PRODUCT ID(s) : Detail of product quantity & price.
- (iv) TOTAL PRICE : Total price of all the orders.
- (v) STATUS : Order Status (Shipped, Delivered)
- (vi) TIMESTAMP : Date & Time of order placement.

(3) CUSTOMER

- (i) CUSTOMER ID : Unique Customer ID
- (ii) NAME : Full NAME of the Customer
- (iii) CONTACT INFO : Phone No & Email Address
- (iv) ADDRESS : Delivery Address
- (v) ORDER HISTORY : Past order place by customer.

4 DELIVERY ZONE

- (i) ZONE NAME: ID or name of Zone
- (ii) COVERAGE AREA: near by area or town/cities
- (iii) ASSIGNED RIDER: Detail of courier

5 SHIPMENT

- (i) SHIPMENT ID: Unique ID for tracking
- (ii) ORDER ID: Linked order
- (iii) STATUS: Current status
- (iv) DELIVERY: Expected or Actual delivery date

- Each product can belongs to multiple orders
- Each order is linked to a specific customer
- Each customer is associated with a delivery zone.