

APRIL

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2011

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Friday

# Governor Sindhi Initiative for Agentic AI

Name: Mehwish Sheikh

Roll no.: 223558

Slot : Sunday 2 to 5 pm.

faculty Teacher: Ali Jawwad

City: karachi.

Batch: 1

Rank: Student Leader

Hackathon given by Sir Ameen Alam.

## Hackathon No. 3

### Day 1

# LYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

## Marketplace type:

-General e-commerce

Comforty E-commerce website

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## General e-commerce:

A general e-commerce market place serves as a centralized online shopping hub, providing customers with a convenient, secure and personalized shopping experience. Its primary purpose is to:

Increasing visibility and sales.

By listing furniture products on a general e-commerce market place, the business can:

- Reach a larger customer base.
- Increase brand awareness.
- Drive traffic to their website.
- Boost sales and revenue.
- Leverage existing customer trust and credibility.
- Benefit from market place marketing and promotional efforts.
- Access analytics and insights to optimize product listings.

## Business Goals

1. What problem does our market place aim to solve?

"To become the leading online furniture

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retailer, providing high-quality, stylish and affordable furniture to customers nation-wide, while delivering exceptional customer service, driving innovation and achieving sustainable growth and profitability”

## 2: Who is our target audience?

- First-time homebuyers: Young couples or individuals setting up their first home.
- Young families: Families with children, seeking furniture functional and durable.
- Empty nesters: Couples whose children have left home, seeking to redecorate or downsize.
- Urban dwellers: City residents with limited space, seeking compact and multi-functional furniture.

## 3: What products will we offer?

Products:

HOME FURNITURE: Sofas, beds, dining, tables, chairs, desks etc.

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OFFICE FURNITURE: Sofas, desks, chairs, filing cabinets, bookshelves etc

OUTDOOR FURNITURE: patio sets, garden, benches, hammocks etc.

Decorative Items: rugs, lighting wall, art, vases etc.

CUSTOM FURNITURE: made-to-order furniture, tailored to customers specifications.

## 5. What will set our marketplace apart?

- Customization and Made-to-Order Options:

Allow customers to customize furniture to their specifications, such as fabric, color and size.

- Interactive Room Planner:

Develop an interactive room planner tool, enabling customers to design and visualize their space, including furniture layout and decor.

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## Customer Reviews and Ratings with Photos:

Encourage customer reviews to share photos of their purchased furniture in their own homes, providing social proof and helping others make informed decisions.

## Price Match Guarantee & Flexible Payment Options:

Offer a price match guarantee, flexible payment plans, and financing options to make high quality furniture more accessible.

## Exceptional Customer Service:

Provide outstanding customer service through multiple channels (phone, email, chat), ensuring prompt responses to inquiries and resolving issues efficiently.

## Loyalty Program & Rewards:

Implement a loyalty program and rewards discounts and exclusive promotions to repeat customers.

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Sunday

# Data Schema

## Identification of entities

### Products:

productID

Name

Description

Price

Stock

category ID

Seller ID

### Categories:

category ID

Name

ParentCategoryID

### Orders:

OrderID

CustomerID

Order Date

Total Amount

Order Status

PaymentID

### Payments:

payment ID

Order ID

Payment Method

Payment Status

Transaction Date

### Delivery Zones:

Zone ID

Zone Name

Coverage area

Assigned Drivers

### Sellers:

Seller ID

Name

Email

Phone

Store Name

### Customers:

CustomerID

Name

Email

Phone

Address

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# Relationship between Entities:

- Products belong to categories.
- Orders are placed by customers and include one or more products.
- Payments are linked to orders.
- Delivery zones are assigned to orders for logistics.
- Products are sold by seller

## Schema diagram

[Products] - - - [Category ID] → [Categories]

|  
[Seller ID] - - -> [Sellers]

[Order ID] → [Orders] — [Customer ID] → [Customer]

|  
-- [Payment ID] → [Payments]

|  
— [Zone ID] → [Delivery Zone]