

DAY 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

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Project: *Market Place E-commerce Hackathon*

Type of market Place project: E-commerce sofa website

Key Features of E-Commerce

Product Catalog:

Displays products with descriptions, images, pricing, and stock availability.

Order Fulfillment:

Handles the journey of an order from placement to delivery.

Payment Systems:

Facilitates secure transactions via payment gateways (e.g., PayPal, Stripe).

Customer Management:

Tracks user data, order history, and preferences.

Shipment and Tracking:

Ensures timely delivery with real-time logistics Updates

Marketplace Type

E-commerce:

We have chosen a B2C (Business-to-Consumer) marketplace model to connect furniture sellers directly with customers, offering a seamless shopping experience with options for customization and reviews.

Business Goals

Our primary business goal is to create a seamless and user-friendly platform for buying furniture, bridging the gap between manufacturers, retailers, and customers. By offering a wide variety of high-quality furniture at competitive prices, we aim to establish ourselves as a trusted marketplace while fostering long-term relationships with our customers and partners.

Our goal is to create a user-friendly platform for buying furniture, connecting manufacturers, retailers, and customers, with a focus on high-quality products at competitive prices, and building long-term relationships.

Marketplace Aim to Solve?

The marketplace addresses the challenges of limited accessibility, lack of transparency, and inconvenience in traditional furniture shopping. By providing a digital platform with detailed product information, augmented reality for visualization, and a robust delivery system, we solve the problem of inefficiency and enhance the overall shopping experience for customers.

Our targeted audience?

Our target audience includes busy individuals and professionals who lack the time to shop for household furniture in traditional stores. They value convenience, efficiency, and a wide selection of quality products accessible from the comfort of their homes.

Products or services we offer

We will offer a wide range of furniture products, including sofas, beds, dining sets, and office furniture, along with customizable options. Additionally, we provide services such as virtual room visualization, doorstep delivery, and assembly assistance to enhance the customer experience

Our Marketplace Apart

Our marketplace stands out through its combination of affordability, customization options, and advanced features like virtual room visualization. We also prioritize fast delivery and exceptional customer support to provide a superior shopping experience.

Identify the Entities in my Marketplace

Product

Represents the furniture items available for sale.

- **`ID` (Primary Key):** Unique identifier for each product.
- **`Name`:** The name of the furniture item.
- **Price`:** The cost of the product.
- **`Stock`:** The quantity of the product available.

Customer

Represents the users making purchases on the marketplace.

- **`Customer ID` (Primary Key):** Unique identifier for each customer.
- **`Name`:** Full name of the customer.
- **`Contact Info`:** Customer's contact details (e.g., email, phone number).

Order

Represents the purchases made by customers.

- **`Order ID` (Primary Key):** Unique identifier for each order.
- **Customer ID` (Foreign Key):** References the customer who placed the order.
- **Product ID` (Foreign Key):** References the product purchased.
- **Quantity`:** The number of units of the product ordered.

Shipment

Represents the delivery details for orders.

- **`Shipment ID` (Primary Key):** Unique identifier for each shipment.
- **`Order ID` (Foreign Key):** References the associated order.
- **Status`:** The current status of the shipment (e.g., pending, delivered).
- **`Assigned Driver`:** The driver responsible for the shipment.

Delivery Zone

Represents the geographical areas where deliveries are made.

- **Zone Name`**: Name of the delivery zone.
- **`Coverage Area`**: Description of the geographical coverage.
- **`Order ID` (Foreign Key)**: References orders assigned to this delivery zone.

Relationships

- ***Product → Order:***
 - *A product can be part of multiple orders.*
- ***Order → Customer:***
 - *An order is associated with one customer.*
- ***Order → Shipment:***
 - *Each order has a corresponding shipment.*
- ***Shipment → Delivery Zone:***
 - *Shipments are assigned to specific delivery zones.*

This schema provides a clear representation of the key entities in my marketplace and their relationships, ensuring an organized structure for efficient management and scalability.