

# **DAY 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY**

# MARKET PLACE BUTLDER HACKATHON 2025

## DAY 1:- LAYING THE FOUNDATION

### STEP 1:- ~~MARKET PLACE TYPE~~

#### MARKET PLACE TYPE:-

General Ecommerce

#### PURPOSE:-

My website is a General Ecommerce platform focused on selling furniture and home decor items.

Customers can browse through categories like

- Dining:- Includes (tables, chairs and dining sets)
- Living:- Includes sofas, coffee tables, & other living room furniture
- Bedroom:- Includes beds, lamps, flower pots, & bedroom decor

The main goal is to provide an easy way for customers to buy quality furniture and home decor items for their spaces.

## STEP 2:-

### BUSINESS GOALS

#### 1) PROBLEM MY MARKET PLACE AIM TO SOLVE:-

My market place solves the problem of finding quality furniture & home decors by offering a "wide range of products" in one ~~convenient~~ "convenient platform", making it easier for customers to furnish & decorate their homes.

#### 2) TARGET AUDIENCE:-

Home owners, ~~states~~ and families and individuals looking to buy furniture and decor for their living, dining or bedroom spaces.

#### 3) PRODUCTS OFFER:-

Furniture & home decor item, organized into categories such as:-

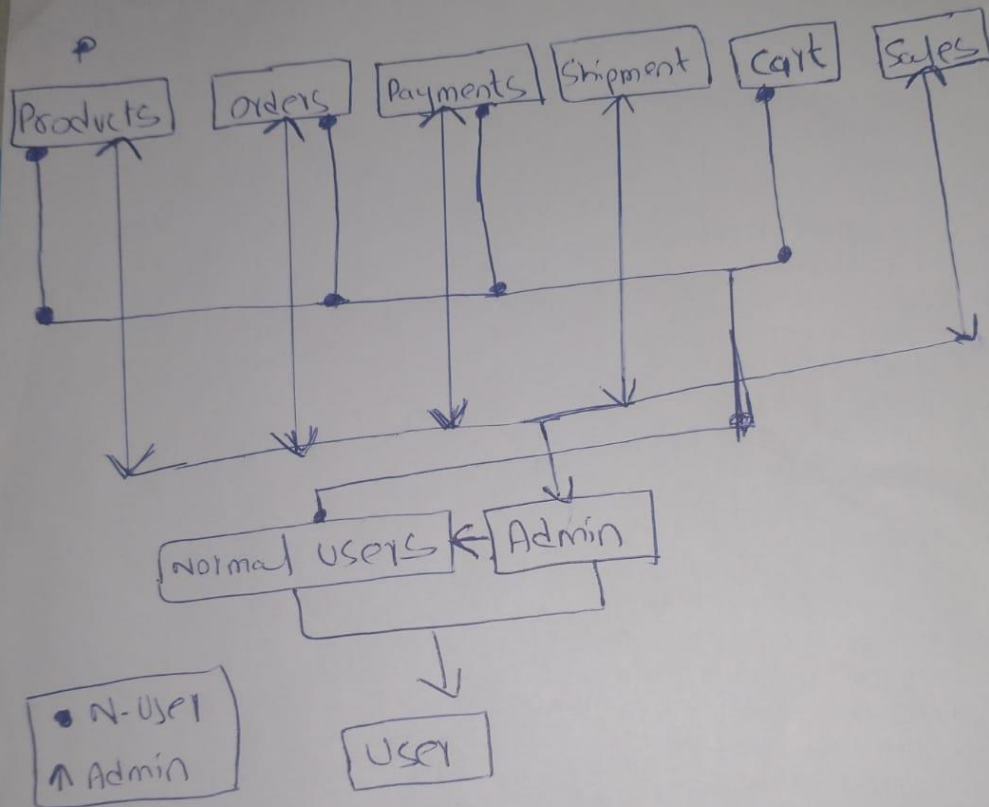
- 1) Dining: Tables, chairs & dining sets
- 2) Living:- sofas, coffee tables, & living room furniture
- 3) Bedroom:- Beds, lamp, floor pots & bedroom decor.

AFFORDABILITY:- My market place ~~market place~~ is a budget friendly

CUSTOMIZATION:- Customers can choose colors, design for furniture or decor.

SPEED:- Delivery option (next day)....

② ENTITY RELATIONSHIP DIAGRAM  
(FOR E-COMMERCE MARKET PLACE)



The above diagram shows

Admin has access to all Features of website  
Normal user has access of (Products, orders, Payment  
cart)

# Key Fields for Each Entity (Schema):

## User Schema:

- **UserID:** Unique identifier for each user
- **Name:** Full name of the user.
- **Email:** User's email address.
- **Role:** User and Admin.
- **Phone Number:** Contact number of the user.
- **Address:** Primary address for deliveries.
- **Orders:**
  - **OrderID:** Unique identifier for each order.
  - **ProductID:** Reference to the product schema for items in the order.
  - **Quantity:** Number of each product ordered
- **Created\_at:** Date Time
- **Updated\_at:** Date Time

## Products Schema:

- **Product ID:** A unique identifier for the product (id: "1").
- **Name:** The title of the product (title: "Rustic Vase Set").
- **Description:** A detailed explanation of the product and its features
- **Price:** Regular Price (\$280)
- **Discount Price:** Discount Price (\$280)
- **Category:** Include (ID & Name)
- **Tags:** Keywords for search (eg: rustic, vase, home decor, vintage.)
- **Colors Available:** [Blue, Red, Black]
- **Sizes Available:** [Small (S), Large (L), Extra Large (XL) etc]
- **Stock:** 12 units available.

- **Minimum Order Quantity: 10 units.**
- **SKU (Stock Keeping Unit): BED-RVD-001.**
- **Rating: 4.5 stars based on customer feedback.**
- **Images: Contain multiple Images of product to show in detail**
- **Thumbnail: URL pointing to the main image of the product**
- **Dimensions:**
  - **Width: 15 cm**
  - **Height: 30 cm**
  - **Depth: 15 cm**
  - **Weight: 1.5 k**
- **General Information**
  - **Sales Package: Includes one Rustic Vase Set.**
  - **Model Number: RVD-123.**
  - **Brand: Vintage Elegance.**
  - **Secondary Material: Ceramic.**
  - **Configuration: Single Piece.**
- **Product-Specific Details**
  - **Filling Material: Foam.**
  - **Finish Colors: Rustic Beige and Glossy White.**
  - **Adjustable Headrest: No.**
  - **Maximum Load Capacity: 50 kg**
  - **Country of Manufacture: India.**
- **Warranty Information**
  - **Warranty: 1 year of manufacturing warranty.**
  - **Domestic Warranty: 3 months.**
  - **Service Contact: [support@vintageelegance.com](mailto:support@vintageelegance.com).**
  - **Maximum Load Capacity: 50 kg**
  - **Covered in Warranty: Manufacturing defects.**
  - **Not Covered in Warranty: Physical damage, mishandling, or water exposure.**
- **Created\_at: Date Time**
- **Updated\_at: Date Time**

## ORDER SCHEMA:

- **OrderID:** Unique identifier for each order(use sanity id)
- **UserID:** Identifier linking the order to a user
- **ProductID:**
  - **ProductID**(reference to product schema)
  - **ProductName**(product name)
  - **ProductPrice**(product Price if discount else original price)
  - **QuantitySold** (number of items ordered)
- **SalesPrice:** The Total Price of the order
- **PaymentStatus:** ("Paid","Pending","Failed")
- **TrackOrder:** Shippo Tracking number
- **DeliveryDetails:** (Name,Address,city=Karachi,country=Pakistan)
- **Created\_at:** Date Time (Sanity)
- **Updated\_at:** Date Time (Sanity)

## SHIPMENT SCHEMA:

- **ShipmentID:** Unique identifier for each shipment.
- **OrderID:** Reference to the order schema, linking the shipment to a specific order.
- **UserID:** Reference to the user schema, identifying the user associated with the shipment.
- **ShippingAddress:** Text field for the shipping address.
- **Carrier:** The shipping carrier used (e.g., DHL, FedEx).
- **TrackingNumber:** Tracking number for the shipment.
- **Status:** Current status of the shipment (e.g., Pending, Shipped, Delivered).
- **ShipmentDate:** Date and time the shipment was dispatched.

- **DeliveryDate:** Date and time the shipment was delivered.
  - **CreatedAt:** Date and time the shipment record was created.
  - **UpdatedAt:** Date and time the shipment record was last updated.
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## **CONCLUSION:**

This document outlines the foundation of my e-commerce business, focusing on business goals, market research, target audience, and the data schema needed for efficient operations.

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