

## FOUNDATION FOR THE MARKETPLACE

### STEP: 1 Choosing marketplace type.

#### General E-Commerce:-

Proposal: (Primary):- I am up for building an e-commerce platform for organic foods products i.e. spices, that are 100% organic and preserved from any chemical that is harmful for health. We will offer red chilli powder, spices, oils and ~~a~~ flour.

### STEP: 2 Define your Business Goal:-

Q.1: What problem does your marketplace aim to solve?

∴ Nowadays, the most growing concerns are about health. Chemicals and other pesticides used in our food products for any reason whether it's about taste, preservation or any thing.


We will offer alternative products that are 100% organic & chemical free.

Q.2 Who is your target Audience?

Health-Conscious:- Health conscious people i.e. body builders etc prefer consume healthy

Organic Food Enthusiasts: Now most people have a craze to go for everything organic.

Families: Specially Pakistani families prioritize chemical free food for their family.

Vegan & Vegetarians: Although Pakistan's 90-95% population is non-vegan still we have 5-10% audience,  we can target And moreover



Date \_\_\_\_\_

non-vegans also prefer 100% organic spices and foods.

Q.3 What products or services you will offer?

Organic Spices: Chili powder, turmeric, cinnamon and other cooking spices.

Organic Oils: Sun-flower oil, olive oil, dala and others.

Rice, ~~wheat~~ wheat flour, Oats flour, Rice flour, Pulses (Red white and all).

Q.4 What will set your marketplace apart?

Quality:- All our products will be certified organic, ensuring they are chemical-free (which are harmful for health).

Sustainability:- Our platform will promote eco-friendly packaging.

Transparency:- Full traceability of products (Farm - Shelf).

Customer Education:- Providing content like recipes, health & benefits of organic spices and other things.

Date \_\_\_\_\_

## Step: 3 CREATE A DATA SCHEMA:

### 1: Identifying Entities:

Product:- Available products on the platform (spices, oils, pulses, flours etc)

Order Tracking of product section and deliveries.

Customer Individuals buying products from the <sup>our</sup> market place

Delivery Zone Areas our marketplace will cover for delivery.

Payment: Tracks customer payment information. Also which payment methods aligns with our platform. (Jazz cash, easypaisa, COP etc).



# Schema Diagram

## (Example)

Date \_\_\_\_\_

Product:

ID: RCH-0051

Product Name Red Chili Powder

Price Rs. 700/kg

Quantity (in stock). In stock.

Description: Premium quality Red Chili powder, free from harmful chemicals.



Order



Customer

ID: ORCH-125

Product ID: RCH-0051

Customer ID: CS-00324

Quantity Ordered: 1 kg

Status: Pending

Total Amount: Rs. 700

ID: CS-00324

Name Ali Asad

Contact: 0311111111

Email: -----@gmail.com

Address: H#... Block-3 Malin Cant



Payment

ID

Order ID - ORCH-125

Amount Rs. 700/-

Payment Method COD.

Shipping Cost 100/-

Total Amount Rs. 800/-



# Schema Diagram

Date \_\_\_\_\_

## Product

Product ID

Product Name

Product Price

Product Quantity in Stock

Product Description



## Order

Order ID

Product ID

Customer ID

Quantity Ordered

Order Status

Total Amount.



## Customer

Customer ID

Customer Name

Customer Contact Info

Customer Email

Customer Shipping Address



## Payment

ID

Order ID

Total Amount

Payment Method

Status