

# Products or Services will you offer

Our market place offer wide range of authentic makeup Products from reputed brands while ensuring Prices and halal ingredients and also skin friendly makeup product which contain gentle ingredient which reducing the risk of allergic reaction and Suitable for all skin types.

Additionally we provide Services like loyalty Programs, referrals program, Birthday discounts, Bundle deals, Flash Sales and Seasonal Sales, tiered free shipping and also we provide hassle free 30 days Exchange Policy and in kowachi we provide Sameday delivery.

We provide Secure Order Packaging and also in payment methods we provide COD (Cash on Delivery) easy paisa, jazzcash, Credit and debit cards.

## " Day 1 "

Market Place type :- Niche E-Commerce

Store :- Makeup Store

Store Name :- The Makeup Store

### Primary Purpose :-

To provide convenient and accessible shopping experience and offering wide range of makeup products and eliminates the need to physically visit store and saving time. Ensuring competitive prices.

### Business Goals :-

I will offering high quality and authentic <sup>makeup</sup> products from reputable brands ensuring competitive prices and providing excellent services and also provide valuable content expert advice and tips and tutorial.

### Target Audience :-

Our Target Audience are ladies who are busy Professionals, teenagers and household women and women who passionate about experimenting with different look.



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Additionally we provide Services like loyalty programs, referrals program, Birthday discounts, Bundle deals, Flash Sales and Seasonal Sales, tiered free shipping and also we provide hassle free 45 days Exchange Policy and in karachi we provide Sameday delivery and 3-4 days in other cities

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What will set your marketplace apart

**Fast delivery :-**

We provide Same day delivery in Karachi and 3-4 days in other cities

**Payment Methods :-**

We have common payments method but we provide COD all over Pakistan

**Products :-**

authentic and reputed brand products with competitive price but we provide discounts, bundles and shipping offer and 45 days hassle free Exchange



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# Niche E-Commerce Data Schema

## Products Information :-

Product\_id :-

Product\_name

description :

brand-id :

Category-id :

Price :-

Sale - price

Stock - quantity :-

## Details :-

Color :-

Size :-

Finish :-

Ingredients :-

instructions :-

tips :-

expert advice :-

## Product Images :-

image-urls :-

images :-

Swatch-images :-

Video-url :- ( tutorial )

## Seo Metadata :-

meta-title

meta-description

key-words.

## Rating :-

review-count :-

rating :-

## Data Schema of Customers :-

customer-id :-

first-name :-

last-name :-

email :-

Password :-

contact-number :-

Order-history :-

Address :-

Postal-code



# Data Schema of Orders

Order\_id :-

Product-detail :-

Customer\_id :-

Customer\_info :-

Order-status

Order-date :- ( Timestamp )

Shipping :-

estimated-delivery :-

# Data Schema of Payment :-

Payment\_id

Order\_id

payment-method

timestamp

amount

## Credit / Debit Card

Card-type

Last-four

cardholder-name

expiration-date



## Schema of Delivery Zone:-

Zone\_id

Zone\_name :-

Postal\_code :-

Cities:-

driver\_id

driver\_name

## Shipment Schema:-

Shipment\_id

Order\_id :- → (link to Orders)

Status :-

delivery\_date\_expected :- (Date / Timestamp)

Shipping\_carrier :-

Tracking\_number :-

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