**Hackathon 3**

**\_Day 1\_**

**LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY**

**(1) What type of marketplace are you building?**

General Ecommerce (Selling various product online

Step-1

**Marketplace Strategy for Furniture E-commerce**

**Primary Objective:** To create a seamless online marketplace specifically for furniture, enabling customers to easily browse, select, and purchase furniture from the comfort of their homes.

**Key Features:**

* **Diverse Product Range:** Offer an extensive selection of furniture items catering to various tastes, styles, and budgets.
* **Seamless User Experience:** Focus on a user-friendly platform that simplifies the buying process, from product discovery to checkout.
* **Vendor Collaboration:** The platform will eventually open to other furniture sellers, fostering a community-driven marketplace with a broad array of options.

**Future Outlook:** As the platform grows, we will continue to enhance its features, ensuring it remains customer-centric, innovative, and adaptable to market needs. This strategy aims to not only provide an exceptional shopping experience but also to position the marketplace as a go-to destination for both customers and sellers in the furniture industry.

Step-2

**(2) What problem does your marketplace aim to solve?**

Our marketplace solves the problem of limited access to diverse and unique furniture by offering a convenient online platform. It simplifies the shopping experience, allowing customers to browse and purchase from home, while also supporting smaller sellers in reaching a wider audience.

**(3) Who is your target audience?**

**1. Homeowners and Renters**

* **Young Couples & Families:** People looking to furnish or upgrade their homes.
* **First-Time Homebuyers/Renters:** Those who are moving into a new space and need affordable, stylish furniture.
* **Empty Nesters/Retirees:** Older adults who are downsizing or refreshing their living space.

**2. Interior Designers and Decorators**

* These professionals may buy furniture in bulk for clients or need unique pieces for specific design projects.

**3. College Students & Young Adults**

* Students or young professionals setting up their first apartments or dorm rooms who are looking for budget-friendly, functional furniture.

**4. Office Owners and Businesses**

* Companies looking to furnish offices, co-working spaces, or commercial establishments with stylish and ergonomic furniture.

**5. Online Shoppers Looking for Convenience**

* People who prefer shopping for furniture online due to the ease of comparing options, home delivery services, and hassle-free returns.

**(4) What products or services will you offer?**

### ****Products****:

1. **Living Room Furniture**
   * Sofas, sectionals, coffee tables, TV stands, armchairs, and side tables.
2. **Dining Room Furniture**
   * Dining tables, chairs, sideboards, and bar stools.
3. **Home Office Furniture**
   * Desks, ergonomic chairs, bookcases, and filing cabinets.
4. **Home Decor**
   * Rugs, curtains, lighting fixtures, throw pillows, and wall art.

**Services:**

1. **Free Delivery & Assembly**
   * Offer free or low-cost delivery with the option for assembly services.
2. **Interior Design Consultation**
   * Provide advice on how to style and arrange furniture for various spaces.
3. **Product Customization**
   * Allow customers to personalize furniture with custom fabrics, colors, or dimensions.

**(5) What will set your marketplace apart?**

1. **Customization** – Personalized furniture options, from colors to sizes, allowing customers to create pieces that fit their unique spaces and style.
2. **Affordable Luxury** – High-quality, stylish furniture at competitive prices, making it accessible without compromising on design or durability.
3. **Convenient Shopping Experience** – User-friendly website with easy navigation, 360-degree product views, and fast, reliable delivery and assembly services.
4. **Exceptional Customer Service** – Personalized support and design consultations to help customers choose the perfect pieces for their homes.

Step-3

**Create a schema:**

### ****1. Products Table****

| **Field Name** | **Data Type** | **Description** |
| --- | --- | --- |
| product\_id | number | Unique identifier for each product |
| name | String | Product name |
| description | Text | Detailed product description |
| category | String | Product category (e.g., Living Room) |
| price | number | Price of the product |

### ****Customers Table****

| **Field Name** | **Data Type** | **Description** |
| --- | --- | --- |
| customer\_id | number | Unique identifier for each customer |
| first\_name | String | Customer's first name |
| last\_name | String | Customer's last name |
| email | String | Customer's email address |
| phone\_number | number | Customer's phone number |
| address | JSON | Customer's address (street, city, state, zip) |

### ****3. Orders Table****

| **Field Name** | **Data Type** | **Description** |
| --- | --- | --- |
| order\_id | number | Unique identifier for each order |
| customer\_id | number | ID of the customer placing the order |
| order\_date | Timestamp | Date and time the order was placed |
| total\_amount | number | Total amount of the order |
| status | String | Order status (e.g., Pending, Shipped) |
| delivery\_address | JSON | Delivery address |
| payment\_method | String | Payment method used (e.g., Credit Card) |