Documentation : <u>Bussiness Plan</u>

<u>E-Commerce Market place</u>

- <u>Market Place</u> Type : E-Commerce Website (General).

- <u>Purpose</u> :- Create a comprehensive e-commerce site linking vendors and customers, providing on effortless browsing experience for diverse items accross numerous classification, akin to platform like Ali Baba, Daraz, Amazon, EBay etc.

- <u>Business Goals</u>

1) <u>Problem Statement</u> :- consumer face challenges accessing premium goods at affordable rates, experiencing shipping delays and restricted check out methods vendor struggle to expand thier

customer base and streamline order processing.

2) **Target Audience** :-

- **Primary Audience** :- Abbluent city and town shoppers aged (18 to 45) with spending power and online savvy.

- **Secondary Audience** :- local entrepreneurs seeking to broden customer reach via digital market place.

3) **Products / Services offer** :

- **Categories** :

- Books and stationary.

- Home and kitchen (appliances, Furniture)

- Fashion and Apparel (clothing, Accessories, footwear).

4) Unique Selling Point (USPs) :-
- Speed :- Streamlined delivery for Swift order processing.
- Affordability :- Discounts, Exclusive deals and limited offers, fair Rates.
- Personalization :- AI Powered Suggestions based on customer behaviour.
- Convenience :- User-friendly navigation one-click checkout, and multiple Secure payments methods.
- Credibility :- clear guidelines for return refunds and Customer care policies.

Data Schema For the Market

- Fields :

1) Products:

- **Fields:**
  - **ID :** Unique Identity of the Product
  - **Name :** Product Name
  - **Description :** Detailed Specification
  - **Price :** Selling Price
  - **Category :** Product category
  - **Image :** Product Image
  - **Rating :** How much customer give rating
  - **Stock :** Stock Avalible or not

2) Orders:

- **Fields :**
  - **Order ID :** Unique identity each order
  - **Customer Bio :** Name, city, Phone, Email
  - **Product list :** list of Product in order
  - **Payment Method :** Credit Card, Easypaisa, cash
  - **Total Amount :** Total Cost of Product

- Status : Pending, Confirm, Shipping, Delivered.

- Order Date : Order Date at the time Placed.

3) **Customers :-**

- **Fields :**

- Customer ID :
- Name : Full Name
- Email : Contact Email
- Phone : Mobile Number
- Address : Shipping Address

4) **Delivery Zones :**

- **Fields :**

- Zone Name : Name of the Delivery Area
- Covered Area : within city or outside
- Assigned Riders : List of Riders Personal ID

- Average Delivery Time : Estimated Delivery time