

STEP ONE is : SELECT MARKETPLACE STRATEGY

GENERAL E-COMMERCE

Primary purpose : To select an online platform that connects furniture sellers and buyers, offering a wide range of furniture products for home and office use. This marketplace will provide a convenient and comprehensive shopping experience for customers looking to purchase furniture online.

Business Goal:

Our Furniture - e-commerce marketplace aims to solve the following problems:

- * Lack of variety and accessibility in traditional furniture shopping.
- * Difficulty in comparing prices and styles across different furniture stores.
- * Inconvenience of visiting multiple physical stores to find the right furniture.



You

HD · Yesterday, 8:02 AM



Date

- * Limited information about furniture quality, material and dimensions online.

Our Target Audience Includes-

- * Homeowners looking to furnish or redecorate their homes.
- * Renters seeking affordable furniture solutions.
- * Interior designers and decorators.
- * Small business owners furnishing office spaces.
- * Tech-savvy consumers who prefer online shopping.

We Will Offer wide range of furniture Products and related services. Including-

- * Living room furniture.
(sofas, chairs, tables etc)
- * Bedroom Furniture
(beds, dressers, nightstands etc)

- * Dining room furniture
- * Office Furniture.
- * Outdoor Furniture
- * Home decor items.
- * Interior design consultation services
- * Custom furniture design and manufacturing

Our Marketplace will Different itself through +

Virtual Room Planner +

* An AI-Powered tool that allows customers to visualize furniture in their space before purchasing.

Augmented Reality View +

* Enables customers to see how furniture items look in their homes using their smartphone cameras.

Sustainable Furniture Collection +

* A curated selection of eco-friendly and sustainably sourced furniture.

Price Match Guarantee

Ensuring competitive pricing across the platform.

Flexible Payment Options:

Including "buy-now-pay-later" services and installment plans.

Hassle-Free Returns

30-day return policy with free pickup for most items.

Explanation of the Schema:

PRODUCT-

Added fields for customization options, sustainability score, and manufacturer, includes arrays for material and images.

PRODUCT-VARIANT-

Allows for different variation of a Product. (eg, colour, size)

CATEGORY-

Hierarchical structure for organizing products.

MANUFACTURER-

Information about furniture suppliers.

CUSTOMER-

Expanded to include more detailed information and multiple addresses.

ORDER and ORDER-ITEM

Enhanced with additional fields for a more comprehensive order.

REVIEWS.

Allows customers to leave products reviews and ratings.

DELIVERY_ZONE and DELIVERY.

More detailed delivery management system.

DRIVER.

Information about delivery personal, including skills for assembly.

PROMOTIONS.

Manages discounts and promotional offers.

Entities And Their Relationships

PRODUCT.

Represents furniture items with field id, name, price, stock, category, description, dimension and material.

CUSTOMER.

Stores customer information including id, name, email, phone, and address.

ORDER.

Represents a customer's with field like id, customer-id, order-date, total-amount and status.

ORDER-ITEM.

Represents individual items in an order linking ORDERS and Products with quantity and unit-price.

DELIVERY-ZONE-

Define delivery areas with id, name and coverage - areas.

DELIVERY. Represent the delivery process for an order, linked to order, Delivery-Zone and driver.

DRIVER. stores information about delivery drivers.

Relationship Between Entities ~

A CUSTOMER. can place multiple orders (one-to-many)

An-ORDER. contains multiple ORDER-ITEMS

A-PRODUCT. can be included in multiple ORDER-ITEM

ONE-ORDER. has one DELIVERY (one-to-one)

A DELIVERY-ZONE. covers multiple Deliveries.

A DRIVER. can be assigned to multiple Deliveries

PRODUCT	
String	ID
String	NAME
String	CATEGORY
Float	PRICE - PER KG
String	DESCRIPTION
String	MATERIAL
Number	QUANTITY - STOCK
String	IMAGES
String	WEIGHT
	THINGS

CUSTOMER	
String	EMAIL - NAME
String	PHONE - NAME
String	EMAIL
Phone	PHONE
String	SHIPPING - ADDRESS
String	BUILDING - ADDRESS
Phone	LOCATION - POINTS
Auto	REGISTRATION - DATE

PRODUCT-VARIANT	
Str	ID
Str	PRODUCT-ID
Num	PRICE
Num	STOCK

CATEGORY	
Str	ID
Str	NAME
Str	PARENT-ID

MANUFACTURE	
Str	ID
Str	NAME
Str	DESCRIPTION
Num	PRICING

REVIEW	
Str	ID
Str	PRODUCT ID
Str	CUSTOMER ID
Num	STARS
Str	COMMENT
Auto	REVIEW-DATE
Num	HELPFULNESS-RATE

ORDER	
Str	ID
Str	CUSTOMER-ID
Auto	ORDER-DATE
Num	TOTAL-AMOUNT
Str	STATUS
Str	SHIPMENT-ITEM-ID
Str	SHIPPING-ADDRESS-ID
Str	BUILDING-ADDRESS-ID

SHIPMENT	
Str	SHIPMENT-ID
Str	ORDER-ID
Str	STATUS
Auto	DELIVERY-DATE

DELIVERY-ZONE	
Str	ID
Str	NAME
Str	CUSTOMER-ID
Num	DELIVERY-FEE

DRIVER	
Str	ID
Str	PHONE
Str	PHONE
Num	RATING
Str	SKILL

ORDER-ITEM	
Str	ID
Str	ORDER-ID
Str	PRODUCT-ID
Num	QUANTITY
Num	UNIT-PRICE
Str	CUSTOMIZATION-DETAILS

PROMOTION	
Str	ID
Str	CODE
Num	DISCOUNT-AMOUNT
Str	DISCOUNT-TYPE
Auto	START-DATE
Auto	END-DATE

DELIVERY	
Str	ID
Str	ORDER-ID
Str	ZONE-ID
Str	DRIVER-ID
Auto	SCHEDULED-DATE
Str	STATUS
Num	DELIVERY-FEE