Step 1: Choose Your Marketplace Type

Marketplace Type: General E-Commerce

Primary Purpose:

Offer a wide range of sofas and related products directly to customers.

Provide customisation options for materials, sizes, and colors.

Ensure a smooth online shopping experience with fast delivery, quality assurance, and easy returns.

Step 2: Define Your Business Goals

1. What Problem Does Your Marketplace Aim to Solve?

Convenience: Help customers find the perfect sofas 🛋️ 🪑 without visiting multiple physical stores.

Customization: Address the lack of personalized options in traditional sofa shopping.

Affordability: Offer competitive prices with flexible payment

options.

Sustainability: Encourage eco-friendly purchases through quality, durable materials and optional rental services.

2. Who Is Your Target Audience?

Primary Customers:

Homeowners furnishing or upgrading their homes.

Renters looking for budget-friendly and stylish furniture.

Businesses needing sofas chairs for office lounges or co-working

spaces.

Demographics:

Age: 25-60 years old.

Location:

Urban and suburban areas.

Tech-savvy individuals preferring online shopping.

3. What Products or Services Will You Offer?

Products:

Sectional sofas, recliners, loveseats, and sofa beds chairs, tables .

Accessories such as cushions, throws, and sofa covers.

Services:

Customizable options for fabric, color, and size.

Professional delivery and assembly services.

Warranty and maintenance plans.

Virtual tools for room visualization.

4. What Will Set Your Marketplace Apart?

Customisation: A wide range of **personalisation** options.

Speed: Faster delivery compared to traditional furniture stores.

Affordability: Competitive pricing and flexible payment plans.

User Experience: Advanced tools like 24/7 customer support.

Sustainability: Eco-conscious product offerings and rental options.

Step 3: Create a Data Schema

1. Entities in the Marketplace

Products:

Attributes:

ID,

Name,

 Description,

Price,

Dimensions,

Material,

Stock,
Categories,
 Images.

Customers:

Attributes: ID,
Name,
Email,
Address,
Contact Info,
 Wishlist.

Orders:

Attributes: ID,
Customer ID,
Product IDs,
Total Price, Payment Status,
Delivery Address,
Order Date, Status.

Delivery Zones:

Attributes:
ID,
Zone Name,
Coverage Area,
Assigned Drivers.

[**Delivery Zones**]

- Zone Name

- Coverage Area

- Assigned Drivers

3. Key Fields for Each Entity

Products:

ID, Name, Description, Price, Stock, Material, Dimensions, Categories, Images.

Orders:

Order ID,

 Customer Info,

Product IDs,

Total Price,

Payment Status,

Delivery Address,

Order Date,

 Status.

Delivery Zones:

Zone Name, Coverage Area, Assigned Drivers.