

1. Objective: Q-Commerce (Restaurant Based Website)

Quick Commerce (Q-Commerce) is all about getting products to customers in a flash, usually within an hour. It's super handy for urgent needs, like groceries or medicine. My Mindset to cover the all small and big restaurant website to cover. As per my first project to restaurant website to enhance as per the requirements

1. Business Goals

Short-Term Goals:

- Launch a fully functional, restaurant-based Q-Commerce website within 7 days.
- Build a seamless user interface for ordering, cart management, and checkout.
- Create a robust delivery logistics system optimized for local delivery zones.

Long-Term Goals:

- Achieve high customer retention rates through exceptional service and delivery speeds.
- Establish a strong local presence in key areas and expand gradually.
- Leverage data analytics to personalize user experiences and improve service quality.
- Develop partnerships with restaurants to diversify offerings and generate a competitive advantage.

. What Problem Does Your Marketplace Aim to Solve?

- **Example:** If customers struggle to get restaurant food delivered quickly, your platform could offer a Q-Commerce solution for rapid food delivery.

2. Who is Your Target Audience?

- **Example:** Busy professionals in urban areas who need quick delivery of meals and snacks.

3. What Products or Services Will You Offer?

- **Example:** Prepared meals, snacks, beverages, and essential groceries.

4. What Will Set Your Marketplace Apart?

- **Speed:** Deliver products within 30 minutes.
- **Affordability:** Competitive pricing for regular customers.
- **Customization:** Personalized meal options based on dietary preferences.

2. Market Research:

1. Market Size and Growth:

- The Q-Commerce market in Karachi is experiencing rapid growth, driven by the increasing demand for quick and convenient delivery services.
- Local startups like **Food Panda** have successfully attracted investor interest, with pre-seed funding of around **\$6 million**.

2. Key Drivers:

- **Consumer Demand:** Busy lifestyles and the need for instant gratification are driving the demand for quick delivery services.
- **Technological Advancements:** Integration of advanced technologies like AI and mobile apps for seamless ordering and delivery.
- **Urbanization:** High urban population density makes quick delivery more feasible and efficient.

3. Market Segmentation:

- **By Product Category:** Quick meals, snacks, beverages, and essential groceries.
- **By Delivery Mode:** In-house delivery, crowdsourced delivery, and hybrid models.
- **By Region:** Karachi is the primary focus, with plans to expand to other cities in Pakistan.

4. Key Players:

- **Food panda:** Launched "Panda mart" dark stores in Karachi to manage end-to-end processes for quick delivery.

5. Market Trends:

- **Hyper-Local Fulfillment:** Setting up localized fulfillment centers or dark kitchens to ensure rapid delivery.
- **Behavioral Shift:** Younger demographics (20-35 years old) are rapidly adopting Q-Commerce for food delivery.
- **Expansion of Services:** Offering personalized meal options and expanding beyond traditional restaurant meals.

Opportunities and Challenges

- **Opportunities:** Growing internet penetration, increasing smartphone use, and expansion of small and medium-sized restaurants.
- **Challenges:** Managing last-mile logistics, ensuring food quality during delivery, and maintaining competitive pricing

3 Data Schema Draft:

Step 3: Create a Data Schema

1. Identify the Entities in Your Marketplace

- **Products:** Items available for sale.
- **Orders:** Records of transactions.
- **Customers:** Individuals or businesses purchasing products.
- **Delivery Zones:** Areas covered by your service.
- **Shipment:** Tracks the movement of items.
- **Payments:** Tracks transactions and payment statuses.

2. Draw Relationships between Entities

```
[Product]
- ID
- Name
- Price
- Stock
[Order]
- Order ID
- Product ID
- Quantity
[Customer]
- Customer ID
- Name
- Contact Info
[Shipment]
- Shipment ID
- Order ID
- Status
[Delivery Zone]
- Zone Name
- Coverage Area
```

3. Focus on Key Fields for Each Entity

- **Products:** ID, Name, Price, Stock, Category, Tags.
- **Orders:** Order ID, Customer Info, Product Details, Status, and Timestamp.
- **Customers:** Customer ID, Name, Contact Info, Address, Order History.
- **Delivery Zones:** Zone Name, Coverage Area, Assigned Drivers.
- **Shipment:** Shipment ID, Order ID, Status, Delivery Date.

4 Submission from Day-1:

Brainstorming plan for E-Commerce Marketplace (Restaurant based website)

This brainstorming session is designed to extract actionable insights, align Technical solutions with business goals and structure your approach for fully functional E-Commerce Platform.

Below is a detailed breakdown:

ACTION TO PLAY DAY or STEP-WISE.

Step 1: Choose your marketplace.

→ Define your Marketplace Type.

E-Commerce Characteristics:

- Focus on immediacy, delivery within 20-60 minutes
- Product Scope: High-Demand, perishable goods (e.g. restaurant, meals, snaks)
- Operate in localized delivery zones for efficiency and reduced operational costs.

KEY PERFORMANCE INDICATORS (KPIs)

Customer Metrics:

- Churn Rate: Monitor the percentage of users who discontinue using the service.
- Retention Rate: Track repeat customer behavior.
- Cart Abandonment Rate: Analyze the percentage of incomplete checkouts.

Operational Metrics:

Delivery SLA (Service Level Agreement)

Percentage of orders made within promised

timely turnaround

frequency menu updates and

availability.

STEP 2:- DEFINE YOUR BUSINESS GOALS

- Primary Goals: Build and launch a restaurant-based Q-Commerce platform.
- Secondary Goals: Achieve high user engagement and retention.

SHORT-TERM GOALS:-

- Launch a fully restaurant-based Q-Commerce website within 7 days.
- Build a seamless UI/UX for ordering, cart management, and checkout.
- Create a robust delivery logistics system optimized for local delivery.

LONG-TERM GOALS:

- Achieve high customer retention rates through exceptional service and delivery speeds.
- Establish a strong local presence in key areas and expand gradually.
- Leverage data analytics to personalize user experience and improve service quality.
- Develop partnerships with restaurants to enhance offerings and generate a competitive advantage.

TARGET AUDIENCE

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DEMOGRAPHICS:

- Age Group: 18 - 45 years old
- Profession: Busy professionals, Students, parents, and individuals who value convenience.
- Location: Urban areas with high density.

Psychographics:

- Prioritize convenience and speed.
- Willing to pay for premium delivery services.
- Tech-savvy and accustomed to app-based ordering.

KEY FEATURES OF THE WEBSITE

DYNAMIC PRODUCT PAGES

CART AND CHECKOUT

USER AUTHENTICATION

DELIVERY OPTIONS

CUSTOMER ENGAGEMENT.

BUSINESS MODEL

REVENUE STREAMS:

- Commission-based; Charge restaurants a percentage of each order.
- Delivery Fee: Customers pay a nominal fee for delivery services.
- Premium Subscriptions: Offer perks like free delivery priority service or exclusive discounts.
- Advertising: Paid promotions for restaurants to increase visibility on the platform.

COST STRUCTURE

- Technology stack (development, hosting and maintenance)
- Delivery logistics (Fleet management personnel wages)
- Marketing and Customer acquisition efforts.

CREATE A DATA SCHEMA

DATA SCHEMA DESIGN

Database Components

- **USERS** : Store customer profiles, order history and preferences
- **RESTAURANT** : Restaurant details, menu items, pricing and delivery
- **ORDERS** : Order details, payment status and delivery timeline
- **DELIVERY PERSONNEL** : Availability, location and assigned orders.

[PRODUCT]

- ID
- NAME
- PRICE
- Stock

1
1

{ORDER} ———> {Customer}

- | | |
|--------------|----------------|
| - Order ID | - Customer ID |
| - Product ID | - NAME |
| - Quantity | - Contact INFO |

1

{Shipper} ←—— {Delivery Zone}

- | | |
|--------------|------------------|
| - Shipper ID | - ZONE NAME |
| - ORDER ID | - COVERAGE AREA |
| - STATUS | - ASSIGNED RIDER |

Submit Your Work

Prepare and Submit the d program
including marketplace type goals and
data shown.