Brainstorming Plan for Q-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 Q-Commerce Platform.

Below is a detailed breakdown:

ACTION TO PLAY DAY or STEP-WISE.

Step 1: Choose your Marketplace.

→ Define your Marketplace Type.

Q-Commerce Characteristics:

- Focus on immediacy, delivery within 30-60 minutes.
- Product scope: High-Demand, perishable goods (eg. restaurant, meals, snack)
- 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 purchase
- Cart Abandonment Rate: Analyze the percentage in incomplete checkouts.

Operational Metrics:

Delivery SLA (Service Level Agreement)
          Percentage of orders made within promised Inventory Turnover.

          frequency resource of sales 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 interface for ordering, cart management and checkout.
- Create a robust delivery logistics system optimal for local delivery.

LONG-TERM GOALS:

- Achieve high customer retention rate 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 delivery offerings and generate a generate a competitive advantage.

TARGET AUDIENCE

Q.

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

CUSTOME ENGAGEMENT.

BUSINESS MODEL

REVENUE STREMS:

- Commision-based; Charge restaurants a personlige of each order.
- Delivery fee: Costomers pay a nominal fee for delivery services.
- Premium Subscription Offer perks like free delivery priority service or exclusive discounts
- Advertising Paid promotions for restaurant to increase vicibilty on the platform.

COST STRUCTURE

- Technology stack (develgment, hosting and mentra)
- Delivery logistics (Heed mangment pursonal uyges)
- Markeding and Coutomer acquition efforts.

CRETE A DATA SCHEMA

DATA SCHEMA DESIGN

Database Components
- USERS : Store customer profile, order history and preference
- RESTAURANT :
  Partner details, menu items prices and delivery
- ORDERS :
  Order details payment status and delivery tracker
- DELIVERY
  PERSONNEL: Availability, location and assigned orders.

[PRODUCT]
- ID
- NAME
- PRICE
- Stock

[ORDER] ⟶ [Customer]
- Order ID   - Customer ID
- Product ID   - NAME
- Quantity   - Contact INFO

[Shipment] ⟵ [Delivery zone]
- Shipment ID   - ZONE NAME
- ORDER ID   - COVERAGE AREA
- STATUS   - ASSIGNE RIDER

Submit Your Work

Prepare and submit the progress including marketplace lyf goals and data shown.